

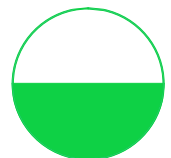


Diversity  
Role Models  
Let's end LGBTQ+ bullying



# CEO RECRUITMENT

Deadline for applications:  
**23:59 on Sunday, 24 September 2023**



## ***A welcome letter from our chair***

Dear Applicant,

Thank you for your interest in becoming our next Chief Executive Officer (CEO). This role will offer you a fantastic opportunity to lead a dynamic team through the Diversity Role Models (DRM) next phase of growth and innovation.

DRM has experienced dramatic growth since we established the charity in 2011. Today we have delivered almost 5,000 student workshops to nearly 200,000 young people in primary and secondary schools and colleges in the UK and our next CEO will be the catalyst to help us grow towards meeting our ambitious aspirations.

Every one of us involved in the leadership and governance of Diversity Role Models shares a passion for equality and diversity; we are committed to improving life chances for young people across UK schools. We will look to our new CEO to seize the opportunity to review what we can do to improve our delivery and growth, whilst leveraging the high standards, excellent training, strong facilitators and inspirational role models we have in place today.

In this appointment brief, you will find information about the charity and our work, our structure and the type of leader we're looking for to drive forward our growth and shape our future. You will also find details on how to apply for this exceptional opportunity.

We want this to be a two way process and we hope that whilst we are getting to know you that you are also able to learn about DRM. Please feel free to reach out to us on any questions.

Amanda Whiteside  
Chair of the Board of Directors





# about us

We strive to create an education system in which every young person will know they are valued and supported, whoever they are.

We are **Diversity Role Models (DRM)**, a registered charity established in 2011. We actively seek to **embed inclusion and empathy** in the next generation.

***Our vision is a world where everyone embraces diversity and can thrive.***

## ***our charitable objects***

- The elimination of discrimination on the grounds of sexual orientation and gender identity in educational institutions
- Advancing education and raising awareness in equality, diversity, and inclusion
- Promoting activities to foster understanding between people from diverse backgrounds

## ***our organisation***

In addition to the over **200 volunteer role models** and **30 classroom facilitators**, DRM has a **professional staff of 12**, supported by a **Board of Directors** (also known as **Trustees**) who help shape, manage, and deliver our mission.

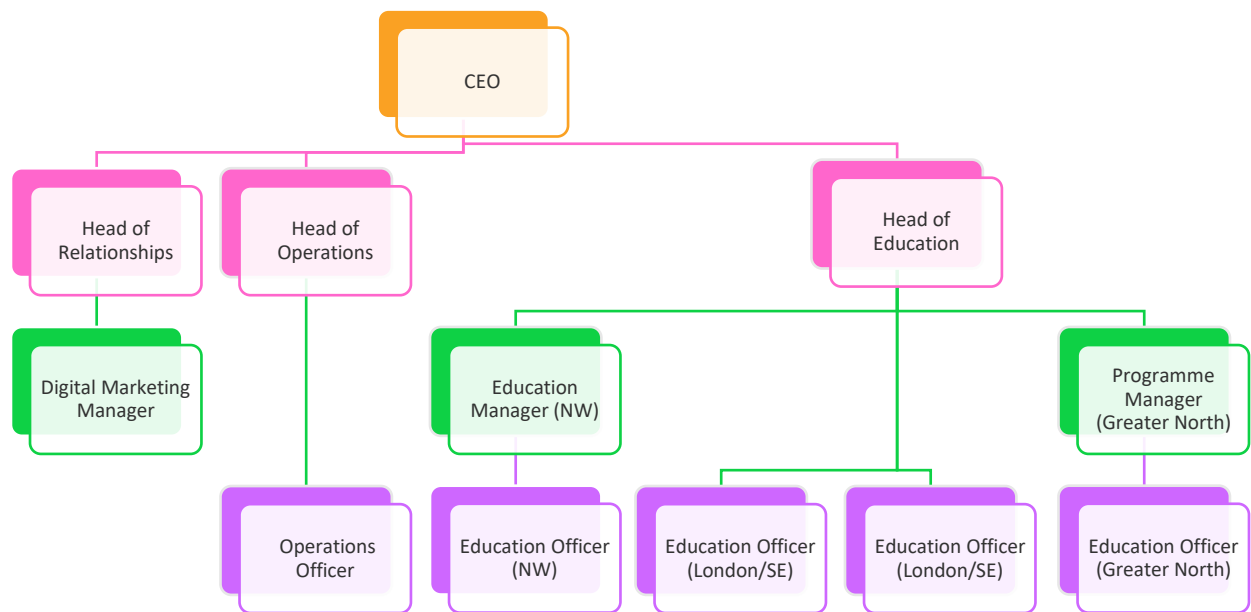
We are a community of independent thinkers and doers, connected by our core values and our drive to create a world which embraces diversity and lets everyone thrive. Our values shape what we do and how we do it.

# ***organisation structure***

---

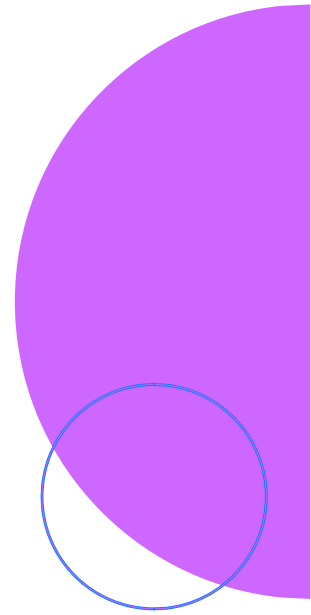
---

---



# Our work

We work in primary and secondary schools and further education colleges to create an inclusive culture that educates students about embracing difference to prevent bullying.



## our strategy

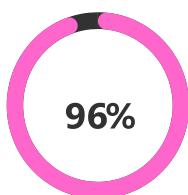
Our primary delivery method revolves around **Role Model storytelling**. Each workshop features at least one volunteer role model who shares their **personal lived experience** as part of the educational session.

We strive to ensure every student feels welcome at our workshops, which are designed to be **developmentally appropriate** and cover a range of topics including families, sexual orientation, gender identity, language, stereotypes, discrimination, and bullying.

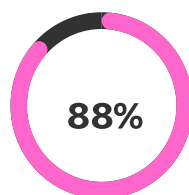
Our **blended learning model**, both in the classroom with some online delivery, aims to provide **safe spaces** where students can explore difference and consider their role in creating a world where everyone feels accepted.

To promote **sustained change** we supplement student workshops with training for staff, governors, and parents/carers.

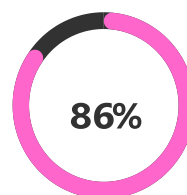
**Over the past decade, DRM has worked with over 200,000 students and over 10,000 staff, governors and parents/carers.**



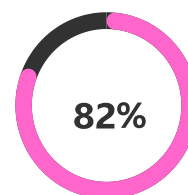
of students say they have learnt about LGBTQ+ issues



say they would be supportive of a friend if they 'came out' as LGBTQ+



say they will not use HBT language in future



say they would say or do something if they saw HBT bullying



# role description

**We value diversity of backgrounds, approaches, and perspectives to lead to better decision-making, effective risk management, and efficient oversight.**

## ***purpose***

- To act as a key **spokesperson, ambassador** and **figurehead** to promote and develop the key strategic vision and mission of the charity.
- To build and strengthen **external relationships** to build **organisational voice, reputation and income**.
- To operate a strong operational and financial charity reporting system.
- To improve the brand recognition of the charity.
- To build, mentor and develop a **robust** and **effective** Senior Leadership Team.

## ***key responsibilities***

- Working with the Board of Trustees, to design and implement the strategic plan for DRM
- To ensure that DRM is able to innovate and respond quickly and effectively to external initiatives and potential partnership opportunities
- To ensure DRM has an ambitious, diversified and sustainable fundraising strategy to secure income
- To represent DRM across all sectors of the economy and political spectrum by proactively networking and advocating, developing links and partnerships that will generate income for the charity and help raise our profile
- To inspire, mentor and lead the team, overseeing all operational activities and
- To attend, contribute and participate in Trustee meetings and keep the Board abreast of any matters which are considered to present significant opportunities, risks or on which further guidance is required
- To proactively identify and build opportunities to improve and evolve
- To oversee and enhance the organisation's brand and reputation, including ensuring an effective marketing and communications strategy is in place
- To identify and build partnerships that will enable Diversity Role Models to tackle bullying and create equal opportunities for young people across the United Kingdom

# the future

## ***person specification***

- Experience of strategic leadership in an organisation where income generation and profile raising are key features
- Experience of identifying and securing new income streams to enable strategic growth
- Experience of developing/achieving strategic plans whilst overseeing a wide range of shorter term operational demands
- Leadership experience with the ability to inspire, develop and motivate teams
- Experienced public speaker with good presentation and networking skills
- Experience or an understanding of the opportunities and challenges of leading a third sector organisation
- Experience of inspiring, enthusing and developing external relationships that deliver results
- Experience of identifying and building partnerships with external stakeholders, in particular, a history of securing and commercialising corporate relationships and public influence
- Evidence of ability to drive and grow organisational performance
- Evidence of strong financial reporting capabilities
- Highly competent in the use of financial, auditing and other software such as Office including Excel, Salesforce, Xero, Citrix with some experience in website management.
- Evidence of reflective feedback delivery and receipt to action effective improvements.





# Diversity Role Models

Let's end LGBTQ+ bullying