

# HEIDRICK & STRUGGLES

Company, Position & Person Profile

## Disasters Emergency Committee

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**Chief Executive**

January 2012



Heidrick & Struggles advises the company on the basis of an exclusive consulting assignment. The following details are for your personal information and should be kept confidential.

## Background

The DEC was formed in 1963 and unites the 14 leading UK aid agencies in their efforts to finance relief for people suffering major disasters in poorer countries. Since its foundation it has raised over £1bn.

Its member agencies are the UK's leading experts in providing and delivering aid and they also have the profiles to ensure successful national appeals:

- Action aid
- Age UK
- British Red Cross
- CAFOD
- Care
- Christian Aid
- Concern Worldwide
- Islamic Relief
- Merlin
- Oxfam
- Plan
- Save the Children
- Tear Fund
- World Vision

Member agencies, along with Trustees and the Secretariat, make decisions collectively about when to launch an appeal, following

three criteria:

- The disaster must be on such a scale and of such urgency as to call for swift international humanitarian assistance;
- The DEC member agencies, or some of them, must be in a position to provide effective and swift humanitarian assistance at a scale to justify a national appeal;
- There must be reasonable grounds for concluding that a public appeal would be successful, either because of evidence of existing public sympathy for the humanitarian situation or because there is a compelling case indicating the likelihood of significant public support should an appeal be launched.

The DEC alerts the Rapid Response Network (RRN), a unique alliance of the UK's corporate and broadcasting sectors, to launch a highly cost-effective fundraising appeal.

Recent appeals have included response to the East Africa drought and famine (£75m), the Pakistan floods (£71m) and the earthquake in Haiti (£107m). The money is then allotted to member agencies in proportion to income and ability to deliver on the ground in country. 90% of its income goes direct to aid and relief.

The DEC is governed by a board of Trustees which consists of the Chief Executives of member agencies plus up to six independent members. Although an unusually large board, the complexity of the organisation's work means that this scale is necessary, and governance has worked increasingly effectively in recent years.

This vacancy has arisen because Brendan Gormley the current Chief Executive is retiring after 12 years with the organisation. Brendan will be a great loss, he has a strong humanitarian background as well as a fantastic network of contacts.

This is a big job, the challenges include ensuring that DEC appeals grow and become more innovative through the work we do and with our supporting partners, that the work of the DEC and that of its members in spending appeal funds is transparent and accountable. However, the rewards of leading a high profile organisation and working with the talented secretariat team are great.

This team takes responsibility for all day to day functions, including Financial, Fundraising, communications, accountability and tracking member programmes. The role reports to the Board through the Chair.

## Chief Executive

### Responsibilities

#### Primary:

- Representing and promoting the DEC to the public, key stakeholders, the media, government and others to strengthen the reputation of the DEC and its appeals
- Assist the board to identify, shape and agree the strategic objectives and ensure these are delivered
- Ensure appeals are run effectively
- Financial management of the DEC – in particular the costs of running the secretariat and appeals.
- Maintain effective relationships with members agencies, negotiating solutions to key areas of interest
- Maintain effective relationships with key stakeholders especially media (broadcasters and other key media organisations)
- Ensure that appropriate standards: ethics, transparency and probity, are maintained in DEC's operations

#### Specifically:

- to ensure the DEC Secretariat has the skills, resources and systems to run cost effective appeals
- to lead the secretariat and manage key staff
- develop and maintain relationships with broadcasters, traditional and digital media
- to ensure the external profile of the DEC is appropriately maintained and developed in line with member interests.

- to ensure that systems for accountability and effectiveness are in place to improve the quality of members programmes and Secretariat appeals
- to liaise with the Board and member agencies in terms of overall strategy and especially in decisions to launch or close PJAs.
- to appear in the media representing DEC and author articles the interests of member agencies as appropriate working in consultation with the board and Deputy CEO
- to represent DEC at meetings, conferences and events in the UK and abroad as necessary
- to work flexibly with other team members especially during the PJA
- to share in organisational development and promote learning within the DEC team

### Salary:

£70,000 – £90,000 a year paid monthly. Salaries are reviewed annually by the trustees.

## Person Specification CEO

	<i>Essential</i>	<i>Desirable</i>
<b>Experience/ Knowledge</b>	<p>Experience of leading complex organisations and managing senior staff</p> <p>Knowledge/experience in the international aid sector</p> <p>Understanding of issues relating to transparency and accountability in NGOs/INGOs and understanding of government particularly DfID</p> <p>Knowledge and understanding of British broadcasting and media</p> <p>Experience of building strong relationships within a complex multi-stakeholder environment</p>	<p>Experience of leading high profile appeals /fundraising campaigns</p> <p>Knowledge/experience of working in a fundraising or consumer marketing</p> <p>Understanding diverse opinions on aid effectiveness and measuring impact</p> <p>Understanding of the needs of running a multi-agency membership organisation</p>
<b>Skills and Abilities</b>	<p>Skill to assist the Board to decide the strategic direction of the organisation, and support them to govern effectively</p> <p>Excellent networking and facilitation skills</p> <p>Excellent communications verbal and written skills and willingness to undertake media appearances</p> <p>Ability to lead a team in delivering results and achieving targets</p> <p>Ability to lead and run an effective organisation with a multimillion pound turnover</p>	<p>Ability to help develop shared working processes</p> <p>Skills in risk management</p>
<b>Attitudes</b>	<p>Strong business and commercial sense</p> <p>Willingness to work flexibly with the small team</p> <p>Commitment to customer/donor care and diversity/inclusion issues</p> <p>Commitment to the aims and values of non-profit organisations</p>	<p>Willingness to acquire new skills and promote learning within the DEC team</p> <p>Commitment to continued improvement within the international aid sector</p>

## Timetable for Recruitment

**Anticipated start date: Summer 2012**

Applications for the role should include a statement of interest and cv and be sent to [btucker@heidrick.com](mailto:btucker@heidrick.com). The closing date for applications is 4<sup>th</sup> March and interviews for the role will be held in London on 4<sup>th</sup> April.

For more details about the DEC please visit our website <http://www.dec.org.uk/>

To hear more about the role, or if you wanted to discuss this opportunity please telephone Ben Tucker on 020 7075 4027.

## Heidrick & Struggles Contacts

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