



Executive Director

November 2024

A welcome from the Co-Chairs

Thank you for considering the role of Executive Director at Friends of the Earth. This is a pivotal moment for our organisation and the environmental justice movement as a whole. Rapid political changes around the world are being matched by the ever-increasing extreme weather pitching climate change to the centre of public consciousness like never before.

For over 5 decades, Friends of the Earth has been at the forefront of environmental campaigning, achieving remarkable victories that have transformed our society – from establishing doorstep recycling to securing the world’s first Climate Change Act. Yet the challenges we face today are more urgent than ever. The latest climate science is unequivocal: the coming years demand radical, transformative change to address both the climate emergency and nature crisis. All of this must be achieved in a way that is just.

What sets Friends of the Earth apart is our unwavering commitment to pursuing environmental justice through grassroots action. We understand that the impacts of climate change and ecological breakdown disproportionately affect those who are most vulnerable, and that any meaningful transition must be designed with and for these communities. As part of the world’s largest environmental campaigning organisation, our strength lies in our ability to connect local organising with national and international influence, transforming community-level victories into systemic change.

The role of Executive Director presents an extraordinary opportunity to shape this vital work.

- We are seeking a leader who can:
- Drive our mission to ensure the next generation inherits an environment that’s getting better
- Champion our commitment to becoming an anti-racist organisation
- Build on our legacy of successful campaigning while innovating for the future
- Lead a talented team and inspire our network of activists across England, Wales, and Northern Ireland
- Navigate the complex political landscape while maintaining our independence and integrity
- Ensure our financial sustainability and organisational effectiveness

You will join us at a critical time when the cost-of-living crisis is affecting many of our communities, yet the urgency for environmental action has never been greater. Likewise, the world of work is shifting with an overdue emphasis on diversity, equity and inclusion as well as the broader wellbeing of our people. We need a leader who can navigate these intersecting challenges and opportunities – someone who can lead



with empathy but conviction while ensuring that social justice remains at the heart of environmental solutions.

If you share our vision of a world where everyone can enjoy healthy air, water, and food, where nature flourishes, and where climate justice is a reality, we want to hear from you. Your leadership and integrity could help accelerate our progress at a moment of unmatched urgency.

With best wishes,

Barry Johnston, Chair of the Board
(Friends of the Earth Limited)

Sian Ferguson, Chair of the Board
(Friends of the Earth Charitable Trust)

About Friends of the Earth

Our vision

Our vision for the future is one in which those most at risk are protected, the earth's ecosystems are able to regenerate, and all are able to live healthy and fulfilling lives within planetary boundaries.

All our work is pointing towards delivering the Organisational Goal for 2030 - **by 2030, the next generation will enjoy an environment that's getting better: a safer climate, flourishing nature, and healthy air, water and food.**

Our theory of change is still that grassroots power is the best way to change the politics and result in the policies we need. We are one of the few organisations that can be both on the ground in communities, and locking in change through campaigning, legal, planning and policy interventions.

Our emphasis now is that with a clearer understanding of the needs and priorities of those most affected by climate and ecological breakdown, we campaign by whatever (legal) means necessary to demand fair solutions to the crises, and clearly differentiate ourselves as an environmental justice organisation.

Our values

- **Integrity:** demonstrating integrity through everything we do, internally and externally, by honouring all our work commitments which are in line with our strategy, values and urgency of our mission.
- **Impact:** making the biggest impact we can through good analysis of judgements, insight, regular feedback and focus.
- **Leadership:** motivating others through our individual and collective actions, our compelling vision and our clarity on what work needs to be done.
- **Focus on Friends:** to build our power and influence, we put new 'friends' we want in Friends of the Earth at the heart of our work, as well as existing 'friends'.



- **Accountability:** holding ourselves and others to account for work and how we work.
- **Learning and Inquiring mindset:** learning continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Equity, Diversity and Inclusion

Environmental justice must be at the heart of how we tackle climate and environmental breakdown. We need a diverse range of voices to solve global problems and achieve social justice, yet the climate movement is still overwhelmingly white and middle-class.

Our action plan

Aim 1: Build a community of care as part of our culture, which centres wellbeing and channels our empathy and kindness to learning, growing and applying together.

Aim 2: Build systems and processes which expand equitable recruitment, opening opportunities for marginalised people in the environmental sector and allowing them to thrive in an empowering environment.

Aim 3: Demonstrate our commitment to inclusive leadership through making equitable decisions we are accountable to, informed by our awareness of how different forms of power and ways of knowing (e.g. lived experience) can help us create the impact we want to see.

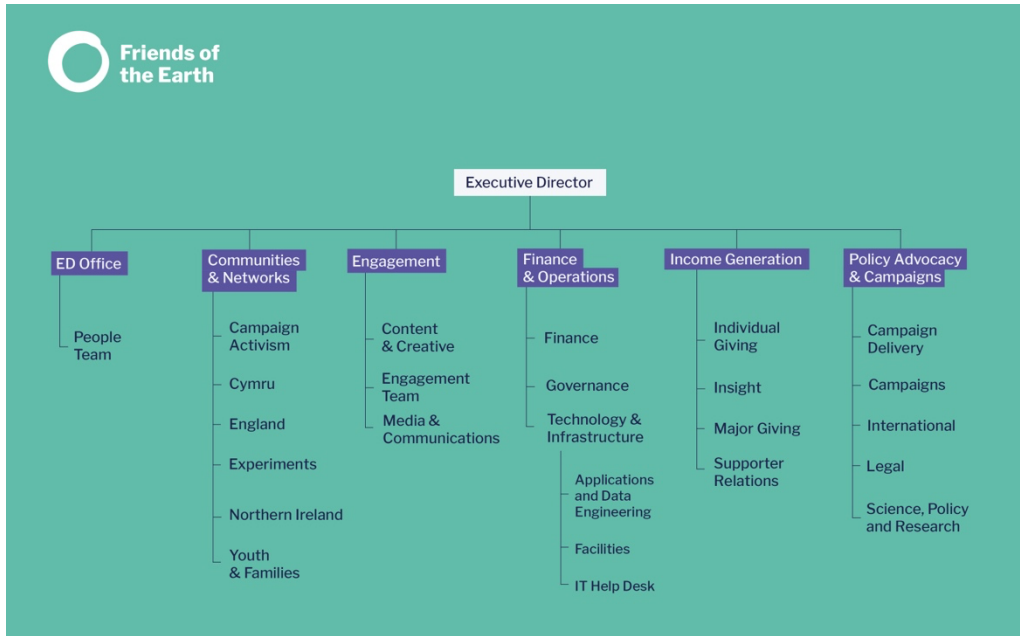
Aim 4: Build on our capacity for storytelling, by using our work on EDI to bring current staff and supporters with us on our journey where we can, while allowing us to reach new and diverse audiences.

Aim 5: Develop the skills and tools which support campaigns and advocacy work to engage and empower communities experiencing environmental injustice, galvanising both grassroots and organisational power.

Friends of the Earth is explicitly committed to becoming an anti-racist organisation.



Our Organisation



The Role

Role:	Executive Director of Friends of the Earth (England, Wales & Northern Ireland)
Salary:	£97,905
Contract:	Permanent
Reporting to:	The Chair of the Board
Line management:	Director of Policy, Advocacy & Campaigns; Director of Engagement; Director of Finance & Operations; Director of Communities & Networks, Director of Income Generation; Head of People
Hours:	30 hours over 4 days
Location:	Commutable to London (weekly visits), with some other UK travel as required.

Plus benefits (on page 11).



Job Summary

Can you lead Friends of the Earth in our mission to achieve climate justice?

We are seeking to appoint an Executive Director to lead Friends of the Earth (England, Wales & Northern Ireland) at a crucial domestic and international moment for climate, environmental and social justice.

You will motivate, inspire and build the capacity of a growing and diverse network of people coming together to transform our environment into one which is flourishing, sustainable, and socially just.

You will do this as a passionate and effective advocate for an environment that's getting better, a safer climate, abundant nature, healthy air, water and food. We work from the grassroots to the global in communities throughout England, Wales and Northern Ireland to playing our part in the international network of our sister organisations around the world.

We are looking for someone with established credibility and standing within the environmental and/or social justice sectors, someone able to inspire our activists, staff and allies, and to attract funding and resources to enable our vital work; someone with outstanding strategic vision and organisational leadership as well as a collaborative approach to build and deliver transformative work internally and externally.

With exceptional communication and relationship skills and an empathetic approach, you will inspire and lead our engagement across the political landscape and with a widening range of communities.

Fostering equity, diversity and inclusion, including our commitment to becoming an anti-racist organisation, you will be key to our work in pursuit of a just and sustainable world for all.

Our staff body is currently under-representative of people of colour, LGBTQIA+ people and people with long term conditions or impairments. We are committed to eroding these historic barriers, so as to create a movement in which people from all walks of life see themselves included, and so we particularly encourage you to apply if you belong to one of these groups or sit at multiple intersections of disadvantage. We are committed to the Disability Confident standard and will guarantee an interview to any candidates who declare a disability and who meet the essential criteria for the role.

Purpose of the Role

You will motivate, inspire and build the capacity of a growing and diverse network of people. Together we make up the world's largest environmental campaigning organisation - from local action groups across the UK to international partners around the world – all taking action to transform our environment into one which is flourishing, sustainable, and socially just.



You will do this as a passionate and effective advocate at the helm of a motivated, high impact team working for an environment that's getting better, a safer climate, abundant nature, healthy air, water and food.

Key Responsibilities and Tasks

Strategic leadership and planning

- Lead and promote Friends of the Earth's unique role in the urgent and critical context of the climate and ecological emergency
- Create and articulate a clear vision for the organisation, maintaining focus and strategic direction even when faced with competing priorities
- Bring our organisational strategy to life, maintaining relevance with external developments while at the same time ensuring delivery and impact through effective operationalisation
- Foster a positive, cross-functional team culture in which our people thrive and excel, across the organisation and the wider movement, prioritising diversity, equity, and inclusion
- Build internal capacity for enabling campaigns and organising at local, regional and national levels

Organisational leadership and management

- Lead the Senior Leadership Team's reporting to both Friends of the Earth boards on organisational strategy, annual business planning and budgets, quarterly campaign and activism reports, finance, people and operations
- Build an effective, cohesive and high performing Senior Leadership Team with a culture of accountability and ownership throughout the organisation
- Work closely with our Union partners to ensure a harmonious and equitable work culture in pursuit of our shared goals
- Play a leading role in generating sustainable income and oversee strategies for fundraising growth
- Ensure prudent allocation of financial resources to deliver the organisation's goals
- Ensure Friends of the Earth operates in accordance with its legal responsibilities with effective systems of governance, risk management and control
- Support the Board and Trustees in meeting their governance responsibilities

Campaigns, advocacy and stakeholder engagement

- Provide leadership and direction for the organisation's theory of change, ensuring its relevance, vibrancy and impact
- Serve as a compelling advocate and ambassador for Friends of the Earth, enhancing its reputation while protecting the integrity of its brand
- Build and maintain strong relationships with policymakers, funding partners, media and other influential stakeholders



- Champion diversity in Friends of the Earth's voice and build capacity of external spokespeople from within the senior team and wider movement
- Ensure effective representation in the wider international Friends of the Earth movement
- Lead successful advocacy efforts within the UK political and policy environment, both in Westminster and the devolved nations and regions
- Build and steer shared agendas across the environmental sector through effective partnership building with peer organisations and through sector coalitions

Person Specification

Essential criteria

- Proven senior leadership experience in large or complex organisations, including successful campaign delivery, fundraising strategy, and charity governance
- Highly regarded for your contribution and leadership in the environmental, social justice or related fields, with deep commitment to Friends of the Earth's mission
- Outstanding strategic vision with the ability to line up internal and external stakeholders behind a shared agenda
- Exceptional communication and relationship-building skills, including public speaking, donor engagement, and ability to interact with diverse groups
- Demonstrated commitment to diversity, equity, and inclusion principles, with strong track record in community engagement
- Strong understanding of UK political landscape with proven ability to deliver impact at multiple levels of influence (local, national, international)
- Highest levels of integrity with a commitment to transparent and inclusive decision making and a strong ethical approach to navigating complex situations.

Leadership and management

- Substantial achievement at senior management level in a related sector (non-profit, public sector or values-based private sector)
- Experience at a leadership level in an organisation of significant complexity and size
- Proven track record of building and leading high-performing teams
- Experience of charity governance and reporting to boards
- Strong understanding of leadership in devolved/grassroots organisations
- Demonstrated ability to build teams, inspire people and facilitate their optimal performance individually and as part of a wider organization



Environmental and social justice expertise

- Demonstrable shared values with Friends of the Earth's mission of environmental justice
- Knowledge of a variety of change mechanisms with a deep understanding of one or more (e.g. community organising, legal advocacy, public mobilisation)
- Experience in building anti-racist campaigns and organisations
- Understanding of the UK political and policy environment
- Track record of leading successful campaigns and achieving impact

Communication and relationship building

- Outstanding communication skills with the ability to inspire diverse audiences
- Media and communications expertise including public speaking fluency
- Ability to build relationships quickly with diverse groups of stakeholders
- Persuasive and diplomatic relationship builder
- Strong track record of successful advocacy and stakeholder engagement

Strategic thinking and implementation

- Experience of strategic planning and building collective commitment to a vision
- Ability to analyse the external environment and be innovative in strategy design
- Strong analytical skills for complex data, performance appraisal, and risk management
- Track record of overseeing successful income generation and growing a committed supporter base

Values and personal qualities

- Deep commitment to and knowledge of diversity, equity, and inclusion principles
- Empathetic and approachable leader
- Comfortable with visibility and public-facing roles
- Self-aware and humble
- Honest and open
- Rigorous and responsible
- Innovative and curious
- Strategic and savvy thinker
- Timely and effective decision-maker
- Capable of working across political or cultural divides
- Ability to demonstrate understanding and apply our values.



Our Values

Integrity

We demonstrate integrity throughout everything we do, internally and externally

Impact

We make the biggest impact we can through good analysis and judgement, insight, feedback and focus

Leadership

We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done

Focus on Friends

To build our influence we put new and existing 'friends' at the heart of our work

Accountability

We hold ourselves and others to account for our work and how we work

How to Apply

To apply for this post, click on the 'Apply' button on the job advert page [here](#), complete the online form, and submit your CV and cover letter.

Your supporting statement should be no more than 2 pages of A4 and address the key requirements of the person specification with relevant examples of your experience and outline why you are interested in the post. To ease administration, please do not use PDF format, instead combine into a single Word document following this naming format: Your First Name-Your Last Name-MMYYYY-FriendsoftheEarth e.g., Malika-Jones-122024-FriendsoftheEarth.

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email Zoe Greenwood, Head of Environment and Climate Practice, at zgreenwood@oxfordhr.com in the first instance. Zoe is working closely with the team at Friends of the Earth and applications to Oxford HR will be reviewed jointly with them.



Timeline

Closing date: Thursday 2 January 2025 (at 23:59)

First stage

Interview with our Board Chair: Wednesday 15 or Thursday 16 January 2025 (online via Teams meeting)

Second stage

Meetings with representatives of our Boards, management, staff, nations and the recognised union (Unite): Wednesday 22 or Thursday 23 January 2025 (online via Teams meetings)

Third stage

Interview with our panel: Wednesday 29/Thursday 30 January 2025 (in person at our London office)

Selection process

All candidates will receive an update regarding their application 14 days after the closing date. Oxford HR is supporting Friends of the Earth in the early stages of this process. At interview stage candidate management will pass to Friends of the Earth.

Equality statement

Friends of the Earth is committed to providing equal employment opportunities to all qualified applicants and does not discriminate on the basis of race, colour, ethnicity, religion, sex, gender, gender identity and/or expression, sexual orientation, size, national origin, disability, age, marital status, pregnancy, parental status, or genetic information. We are committed to hiring and retaining a diverse, culturally competent staff at all levels of the organisation. Please state if you wish to be considered under Disability Confident.

Appendix – Working for Us

Code of conduct

Friends of the Earth (England, Wales & Northern Ireland) works for a world where social and environmental justice are secured. We believe in a fair, ethical world that is inclusive, just and sustainable. The way we work inside our organisation is important both to be true to our values and ourselves, and to maximise our impact as exemplars to the wider world. Equity, Diversity, Inclusion and Justice apply to us all, both in terms of obligations and our individual needs. In recognising that many of our staff and those we work with



experience structural marginalisation, this code of conduct clarifies our commitment to Equity, Diversity and Inclusion. It does so by setting out clear behavioural expectations for staff.

The Code supports building a 'community of care', an aim of the Organisational EDI Action Plan, enabling Friends of the Earth to build a culture where all staff feel comfortable, dignity and respect are upheld, and that bullying, harassment and discrimination can have no place in our organisation.

Diversity in employment

Our staff body is currently under-representative of people of colour, LGBTQIA+ people and people with long term conditions or impairments.

We are committed to eroding these historic barriers, so as to create a movement in which people from all walks of life see themselves, and so we particularly encourage you to apply if you belong to one of these groups or sit at multiple intersections of disadvantage.

We are committed to the Disability Confident standard and will guarantee an interview to any candidates who declare a disability and who meet the essential criteria for the role.

We have also adopted the HALO code to end race-based hair discrimination.

Political activity

Friends of the Earth staff who publicly represent Friends of the Earth (including all campaigners) are not allowed to also represent a political party. This is to ensure that there can be no confusion in the minds of the public about Friends of the Earth's party-political independence. Affected staff should also seek permission from the Board or Senior Leadership Team as appropriate if they wish to hold a non-public facing official role in a political party. If this is an issue, please raise this with us as soon as possible.

International

Friends of the Earth is an international community dedicated to protecting the natural world and the wellbeing of everyone in it. We lead campaigns, provide resources and information, and drive real solutions to the environmental problems facing us all.

Union

We recognize Unite as our staff union. We meet regularly via our Joint Negotiating Committee (JNC). The union will be involved in some stages of this recruitment process.



Benefits summary

We offer a competitive range of benefits, including a contributory pension, good work/life balance including a 4-day working week with no loss of pay, excellent learning and development opportunities and a vibrant organisational culture.

Annual leave

All employees are entitled to 20 days' (5 weeks) annual leave with additional leave accrued for every full year of employment up to a maximum of 4 additional leave days (pro-rated for part-timers). The leave year runs from every January. Employees can purchase up to 4 days additional annual leave per leave year (pro-rated for part-timers), with payments spread over 12 months' pay.

Pension scheme

We offer all employees a generous contributory pension scheme through Aviva. All employees are auto enrolled into the pension scheme at their joining date. The minimum employee contribution is 4% auto salary sacrifice. There is no maximum capped on employee contribution, which means employees can pay their entire salary into their pension pot. The organisation matches all employee contribution, up to a maximum employer contribution at 7%.

Employee pension contributions at gross pay 'salary sacrifice', allows employees to make tax and National Insurance savings on their gross pay, allowing employees to save more for their retirement. Employees can 'opt out' of salary sacrifice if they prefer to contribute to the pension via the net pay method.

Wellbeing

We additionally provide a range of support to colleagues, including an employee assistance programme, a range of wellbeing resources and personal support. We are formally committed to achieving Mindful Employer status.

Living wage

We are an accredited Living Wage Employer.



About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success. We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions. Learn more at: oxfordhr.com