

# Chief Executive Appointment Brief December 2023



**SafeLives**

**Ending  
domestic  
abuse**

# Welcome from our Chair



Dear Candidate,

Thank you for your interest in SafeLives.

This is an exciting opportunity for an ambitious, mission-driven leader to become our new CEO. SafeLives' mission is to end domestic abuse and the harm it causes, by focusing on the whole family. We have a track record of driving change through a combination of practical advice, high quality data and the voice of those with lived experience. We influence change at all levels: nationally across the UK and locally, within both the voluntary and statutory sectors. We change systems, frontline practice, the national conversation – and lives.

Our new CEO will have the opportunity to refresh our strategy, to help us define our role in ending domestic abuse and to further develop the organisation to deliver our ambitions.

To thrive in this role, you must be an experienced values led leader, a confident and creative thinker and be able to build and lead effective partnerships. You must be effective in communicating with everyone you will be working with, including survivors of domestic abuse, Government ministers, our funders and the media. You will be consciously inclusive in your leadership. And you will be able to demonstrate our values: human, rigorous and brave in everything you do.

You will be leading our brilliant staff team who cover the whole of the UK, many working remotely. We have a strong Board of Trustees, who bring a broad range of professional and personal perspectives. The Board includes two Pioneer Trustees, symbolic at leadership level that we put survivor voice front and centre in everything we do.

I very much look forward to working with the successful candidate.

*Isabel Boyer*

Chair of Trustees

# About SafeLives

## Who are we?

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We are SafeLives, the UK-wide charity dedicated to ending domestic abuse, for everyone and for good. We work with organisations across the UK to transform the response to domestic abuse. We want what you would want for your best friend. We listen to survivors, putting their voices at the heart of our thinking. We look at the whole picture for each individual and family to get the right help at the right time to make families everywhere safe and well. And we challenge perpetrators to change, asking ‘why doesn’t he stop?’ rather than ‘why doesn’t she leave?’ This principle applies whatever the gender of the victim or perpetrator and whatever the nature of their relationship.

In our reporting year 2022/23, 25,000 professionals received our training. Over 79,000 adults at risk of serious harm or murder and more than 99,000 children received support through dedicated multi-agency support designed by us and delivered with partners. In the last seven years, almost 5,000 perpetrators have been challenged and supported to change by interventions we created with partners, making nearly 15,000 adult and child victims of their abuse safer.

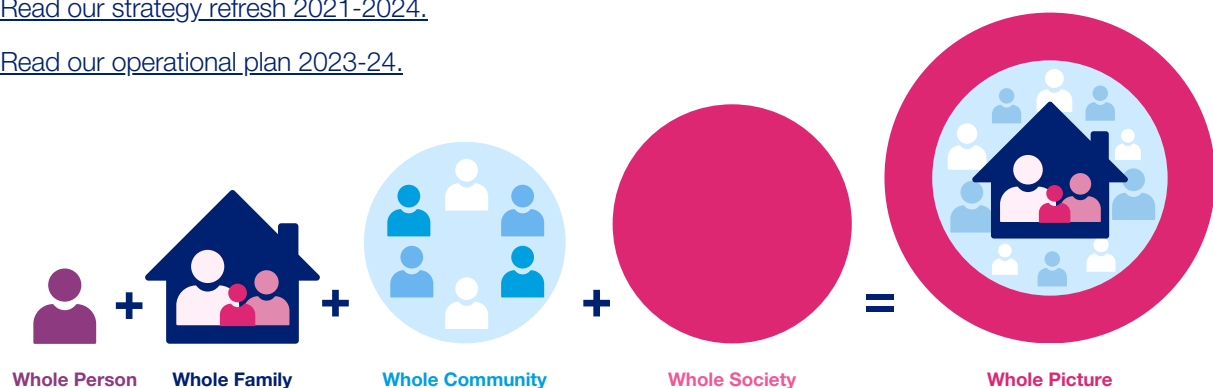
That’s just the start. Together we can end domestic abuse. Forever. For everyone. We know we won’t end domestic abuse without challenging perpetrators to change and without building the confidence of frontline professionals to focus on those who harm. That’s why we have continued to address this through our Drive partnership programme with Respect and Social Finance, and our Engaging with Those that Harm training, which is supporting social workers and early help teams. You can read more about the impact we are having and our strategy to end domestic abuse below.

[Read our SafeLives Impact Report 2022-23.](#)

[Read our strategy to end domestic abuse, for good.](#)

[Read our strategy refresh 2021-2024.](#)

[Read our operational plan 2023-24.](#)



## How we are run and funded

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Our [Board of Trustees](#) has overall responsibility for the management of the charity. Our [leadership team](#) - is responsible for SafeLives’ overall operational management.

We raise our money through donations and from charitable organisations and trusts. We get part of our income from government grants, as well as from fees for our training and consultancy services. Using [this link](#) you can read our most recent annual accounts report and financial statements.





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**I used to have to go without food for days just to make sure my daughter got fed as he wouldn't give me any money for food.**

### **Amplifying the voices of survivors**

As an organisation of around 100 people, there are many survivors and people with lived experience working with us. We are committed to amplifying the voices of survivors, supporting them to influence meaningful change. We achieve this by working with our internal and external SafeLives Pioneers, our Changemakers and our Scottish Authentic Voice Panel. These experts by experience have directly engaged with key decision-makers, as well as shaped our own priorities. We are grateful to the brave survivors who have shared their personal experiences and insights with us.

A group of experts by experience came together and named themselves the SafeLives Pioneers, because they want to use their experiences and passion to change the world. Their voices inform everything we do, and together we aim to transform the response to domestic abuse in the UK – for every victim and survivor, whether adult or child.

In Scotland, we work with our Authentic Voice Panel, a group of women with lived experience of domestic abuse, dedicated to ensuring that survivor voice is at the heart and start of services, policy, and strategy.

Our Changemakers, who are our young people with lived experience, guide the overall direction of our Safe Young Lives work with young people.

A number of staff have stepped forward to join our Pioneer group, and all of us work together to ensure that the voices of people with lived experience are at the heart of everything we do. We are also pleased to have two Pioneer Trustees on our Board. As well as our group of SafeLives Pioneers, our work is made possible by all the survivors and people with lived experience who bravely speak up and tell us about the change they want to see. There is no ‘them and us.’

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**Being part of something where I, as a survivor, can help a fellow survivor, feels like a no-brainer to me...I used to say: ‘this is my life.’ I now say: ‘that was my life.’**

## Our values

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We are looking for a CEO who lives our values:

- Human
- Rigorous
- Brave

Our values are embedded in everything we do but, to give some examples, our new CEO will be ambitious, able to challenge with authority and forge new approaches; focused on using evidence and data to influence and achieve measurable impact; and able to bring empathy to interactions with victims and survivors, as well as sensitivity to all aspects of the role internally and externally.

Read more about our vision and values [here](#).

## Championing Equity, Equality, Diversity, and Inclusion

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We are committed to fostering a culture underpinned by equity, equality, diversity, and inclusion and to being consciously inclusive in all our work. Over the last three years, we've taken active strides to authentically and impactfully embrace anti-racism and create a place where everyone feels included and empowered through their experiences with SafeLives. Our approach has been shaped by hard hitting findings and recommendations from an expert independent review. This has included introducing a new post of Director of People and Culture to guide our work in this area, who we welcomed in the Summer. We've started the journey of supporting our anti-racist practice through sharing tools and resources across teams, to enable a transformation in our thinking and organisational culture.

We don't want to prejudge what our journey towards anti-racism will involve, but a fair guess would be it will consider how we share power in decision-making, growing our cultural knowledge and competence, and taking positive action to lift up the voices and presence of survivors who have been minoritised, and the support services established by and for them.

Read more about our commitment to EEDI [here](#).



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**I started to work from home to keep him happy, but he would stay home too and demand I give him attention. In the end I just left my job.**



**It was the gradual wearing down of who I was and ownership over all that I did...**

**Before I knew it, I had to look at the floor when I was in public and account for my every move and thought.**



### Working with our partners

All the work SafeLives does is in partnership with others, including a wide range of frontline organisations working directly with those who are experiencing or perpetrating domestic abuse. This ranges from small, specialist organisations, to large statutory partners such as health professionals and the police. We are also increasingly working with private sector partners who want to do the best for their workforce and their customers. You can read about our latest work in the [2022/23 impact report](#) and on [our website](#) and social channels.

We believe we have a lot to offer our partners – from deep analytical expertise to disciplined project management and energetic, creative, practical thinking. We also recognise the huge benefits to SafeLives of working with others and want to keep flexing our style of partnership and collaboration to make ourselves an attractive partner to anyone who wants to end domestic abuse.

We regularly ask our partners what we're like to work with. Responses last year included:

*Progressive, credible, expert, leaders, high-impact, trustworthy, analytical, engaging, responsive, evidence-based, helpful, caring, serious, driven, honest, professional, collaborative, innovative, get-things-done, ground-breaking, approachable, pioneering, dedicated, empowering, influential, holistic, consistent, accessible, ethical, relevant, friendly, principled, knowledgeable, informative, supportive, committed, focused, effective.*

# Role specification

## Role purpose

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Our new CEO will lead on the delivery of SafeLives' mission, focusing on working with the whole family to end domestic abuse and the harm it causes.

With an opportunity to lead a strategy refresh, the successful candidate will need to demonstrate experience of effective execution on strategic direction and clear evidence of maximising impact. They will build on SafeLives' track record of driving change through the combination of practical advice, high quality data and the voice of those with lived experience to influence change at all levels: nationally and locally, both within the statutory and voluntary sectors. They will be confident in leading and building effective partnerships. They will bring strong professional networks, including in relation to fundraising and influence with Governments. Our CEO will be a confident, clear thinker with an appetite for learning who will maximise the impact of our highly motivated team and partners. They will work to raise the profile of our work nationally and highlight how it can contribute to ending domestic abuse.

## Responsibilities

### 1. Leadership, Strategy and Impact

- Works with the Board and Senior Leadership Team to ensure a clear, ambitious, achievable strategy for the future of SafeLives.
- Takes a proactive approach to involving SafeLives Pioneers, AV Panel and other survivors of abuse (our community of people with lived experience).
- Responsible to the Board for ensuring the sound financial management of the Charity.
- Develops our ability to measure the impact of SafeLives work.
- Develops the organisational infrastructure – people, technology, systems and facilities to assure the resilience, agility and potential of the organisation.

### 2. Governance

- Supports the Chair and the Board in the discharge of their legal, constitutional and regulatory responsibilities.
- Accountable to the Board for the effective implementation of the strategy, and the management of the Charity's reputation.
- Provides all necessary management information in forms as agreed with the Chair and Board.
- Provides advice and guidance to the Board on the development or review of operational plans and reports on the implementation of agreed plans.
- Working in partnership with the Chair to ensure the continued engagement/involvement of all members of the Board and in the process of self-assessment and development.
- Ensures that the interests and experiences of victims, survivors and their families are at the heart of all we do.
- Leads risk management as a tool for the organisation.

### 3. Communication and Influencing

- Promotes SafeLives' objectives and influences key stakeholders to recognise and meet the needs and rights of those affected by domestic abuse, including making contributions to the shaping of relevant policies.
- Develops and maintains relationships and partnerships with other national organisations, key funders, Governments and relevant departments, Opposition and other political parties, as well as associated agencies and other voluntary organisations.
- Uses the evidence that we create to influence policymakers and commissioners to transform the response to domestic abuse.
- Seeks and develops opportunities to expand and promote the role and standing of the organisation.
- Acts as a spokesperson for SafeLives and engages with national media to further grow the organisation's influence.
- Ensures that SafeLives gives voice to victims, survivors and their families.
- Manages internal and external communications to all stakeholders, whilst safeguarding the organisation's reputation.
- Represents the Charity on a wide range of issues with all stakeholders.

### 4. Fundraising and Business Development

- Takes a leading role in building and maintaining relationships with funders, supported by the Head of Fundraising.
- Supports and expands our existing fee generating activities while generating social impact.
- Pursues the strategy for income generation, with a view to mix and sustainability.
- Leads and inspires staff to identify and build and grow opportunities through new and existing relationships to maximise their potential, both in financial and strategic terms.
- Generates new opportunities through networking and developing partnerships with a particular focus on major donors and corporates.
- Oversees the maintenance of the existing funding streams and key relationships.
- Ensures that SafeLives generates the necessary evidence to inform and develop its work.

### 5. People Management and Values

- Leads the SLT and sustains a high performing culture in the senior team.
- Creates a culture that gives life to the organisation's values on a daily basis.
- Creates a supportive working environment for all, prioritising our commitment to EEDI, and actively developing internal communications that support the organisation's culture after a period of rapid growth.
- Role models and advocates through their personal leadership and values, genuine inclusion in action, ensuring SafeLives is a place where staff feel they meaningfully belong.
- Recognises the impact of our work on our staff.
- Ensures a strong pipeline of internal talent that reinforces the quality of our work.





# Person specification

## Experience

- Strong track record in strategic and operational leadership and implementation in equivalent or larger sized organisations, including during periods of growth.
- Experience of developing and leading on a vision, whilst being pragmatic and realistic in its delivery.
- Strong financial and numerical data literacy, with a track record of senior management and budget responsibility in a larger organisation, ideally gained in different sectors.
- Strong team management skills, with a highly adaptable and people focused ability to instil a positive working culture across all levels of an organisation.
- Experienced communicator and relationship-building skills, with experience in building an organisation's profile externally.
- Demonstrable big picture thinking and capacity to make connections to effect system change.
- Demonstrable experience of managing a range of internal and external stakeholders at all levels and ability to collaborate across DA sector and beyond.
- Demonstrable understanding of safeguarding and multi-agency working; experience in the DA sector is not essential.
- Understanding of charity governance, leadership and the regulatory environment.
- Clear experience of, or capability to boost, income generation, specifically with philanthropic trusts and foundations, and including experience with high-net-worth donors and central Government/statutory sources (e.g. grants and commissions).
- Track record of championing equality, equity, diversity and inclusion and proactively engaging diverse views to inform thinking and decision making.

## Competencies

### Delivering quality

- Self-starter with the ability to use initiative and judgement to identify problems, manage complex projects and multiple deadlines, and propose solutions.

### Teamwork & collaboration

- Works effectively and collaboratively as part of a team, and across all levels, to deliver shared objectives and to build team spirit.
- Listens to the views of others and empower others, and role model organisational traits, including humility, open-mindedness and flexibility.

### Communication & relationship management

- Strong and authentic presence and ability to build and maintain good relationships with a range of internal and external stakeholders.
- Unafraid to have difficult conversations, challenge and be open to challenge, whilst being approachable, personable and relate to all parts of an organisation.
- Maintains confidentiality.

### Influence

- Confident and ambitious to lead across difference.
- Ability to build trust, consult, influence and bring people behind a vision.

### Innovation and creativity

- Tries out new ideas, working practices and technologies to improve ways of working, with an ability to see through and consolidate a strategy.

### Goal orientation

- Is responsive to change which helps achieve goals, and pursues goals with energy, drive and need for completion.

# Terms of appointment

**Reports to:** Chair of Trustees

**Salary:** £95,000 - £99,000

**Location:** Hybrid working, with a requirement to travel regularly around the UK, and access Bristol and London SafeLives offices. A high proportion of SafeLives' stakeholders are in London.

Travel to central London will be frequent and sometimes at short notice.

**Benefits:** A generous package including 31 days holiday per year plus public holidays, employee pension scheme with 4% employer contribution, Cycle2Workwork scheme, access to 24/7 Employee Assistance Programme (EAP).

## Equity, Equality, Diversity and Inclusion

SafeLives is committed to providing equal opportunities for all, irrespective of age, disability, race, sex, religion/belief, sexual orientation, gender identity, marital/civil partnership, pregnancy/parental leave and working patterns. We are keen to have staff that appropriately represent all the communities we serve as an organisation. We want to create and sustain work which is appropriate for everyone in the UK, inclusively, no matter what their characteristics or what front door they live behind.

Please read the [EEDI pages of our website](#) and our latest [diversity data](#) – we are confident we can continue to improve and meet our own and other people's expectations.

## Lived (personal) experience of domestic abuse

We believe there is no 'them and us' in domestic abuse and recognise that applicants may have direct or indirect experience of their own, whether disclosed or not. We are committed to placing lived experience of domestic abuse at the heart of all we do, and colleagues who chose to share their personal expertise can do so openly and with organisational support.

If there is any discussion during the recruitment process regarding a candidate's personal experience of domestic abuse, it will be treated confidentially and will only be shared outside of the interview panel/Human Resources, if you would like it to be.

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# How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to SafeLives on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code RBLZA.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Wednesday 3rd January 2024.**

**In person interviews with SafeLives will be on 24th January (London) and 6th February (Bristol).**

*\* The equal opportunities monitoring form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

## GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



**Attending Marac  
allowed me to see  
how important the  
sharing of information  
can be to enable  
discussions on how  
to reduce harm and  
[address risk]”**

Domestic Abuse Practitioner,  
Whole Lives Scotland, 2019



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**Together we  
can end  
domestic  
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