

A group of children and adults are walking away from the camera on a dirt path through a lush green forest. The children are wearing school uniforms, and one girl in the foreground has a large green backpack. The path is surrounded by dense foliage and trees, with sunlight filtering through the leaves.

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

Chief Executive Officer Information Pack

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Dear Candidate

Thank you for expressing your interest in the role of Chief Executive Officer for Keep Northern Ireland Beautiful.

As an environmental charity, our mission is to work with individuals, communities, and government to foster a healthier environment for the people of Northern Ireland. Our efforts are concentrated on three critical environmental challenges: climate change, biodiversity loss, and pollution. We adopt a positive approach, empowering everyone to address these issues in a way that suits their capacity. By situating these environmental challenges within the broader context of global issues, we can better target our activities to make a tangible difference. The challenges are considerable, but solutions exist; our role is to inspire collective action towards these solutions.

Our Chief Executive Officer, who has dedicated 15 years to this role, is retiring. We are now seeking a new leader to guide our team of approximately 40 staff members into the next phase of our development. One of the primary tasks for the new Chief Executive Officer will be to collaborate with the Board in developing our Strategic Plan for the next five years. We seek someone who shares our passion for environmental issues and who can build on the strong

foundation and reputation of Keep Northern Ireland Beautiful, leading us confidently into the future.

We are in search of a strategic thinker, someone who can analyse evidence and advocate for positive environmental action across diverse audiences. The ideal candidate will have experience working with various stakeholders, possess strong communication skills, and have the capability to manage a dynamic charity with a broad remit. Experience in the third sector or knowledge of environmental issues would be advantageous.

Our recruitment partners, Engage, are assisting us in this search and will be available to discuss the role and address any initial queries you might have. For more information about Keep Northern Ireland Beautiful, please visit our website at keepnorthernirelandbeautiful.org

If you have the necessary skills, experience, and, most importantly, the passion and commitment to lead our team into the future, we would be delighted to hear from you.

Aaron Ward
Board Chair

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Who We Are

Keep Northern Ireland Beautiful traces its roots back to 1954 when the Women's Institute passed a resolution at its AGM to start an anti-litter campaign. Over the years many successful and memorable campaigns were supported by celebrities of the day, including pop stars like ABBA, entertainers like Morecambe and Wise, and many more. In 1969, the iconic 'Tidyman' logo began to appear on bins and packaging.

In 2000 TIDY Northern Ireland was created when the Keep Britain Tidy group devolved into the four regions of the UK. The organisation gained independent full membership of the Foundation for Environmental Education in 2009, allowing it to run various programmes such as Blue Flag, Eco-Schools and Young Reporters for the Environment. In 2013 Keep Northern Ireland Beautiful helped establish (and joined) the European Litter Prevention Association, which seeks to build a European wide response to the littering behaviour.

In February 2014 we re-branded to become Keep Northern Ireland Beautiful. The new name better reflects the diversity of our work now and, importantly, our future high aspirations. We also feel it is a stronger rallying call for people to take action to improve the places they live in; the places they love. We believe that the solution will focus on building a civic pride movement to build on the good will of the majority of people who want to create a better place to live and work and a better place for people to visit.



What We Do

We primarily work with five key audiences - individuals, communities, schools, businesses and government - across a range of local, national and international projects and programmes. We have extensive experience delivering Northern Ireland wide environmental education, community engagement and capacity building programmes centred on behavioural change and positive environmental action. This includes the international Eco-Schools programme; 30 Under 30 Climate Change Makers; Live Here Love Here (Northern Ireland's largest civic pride campaign); environmental accreditation programmes (Green Flag for Parks & Open Spaces, Blue Flag for Beaches & Marinas); Carbon Literacy training programmes; and Tackling Plastics and Textiles initiatives.

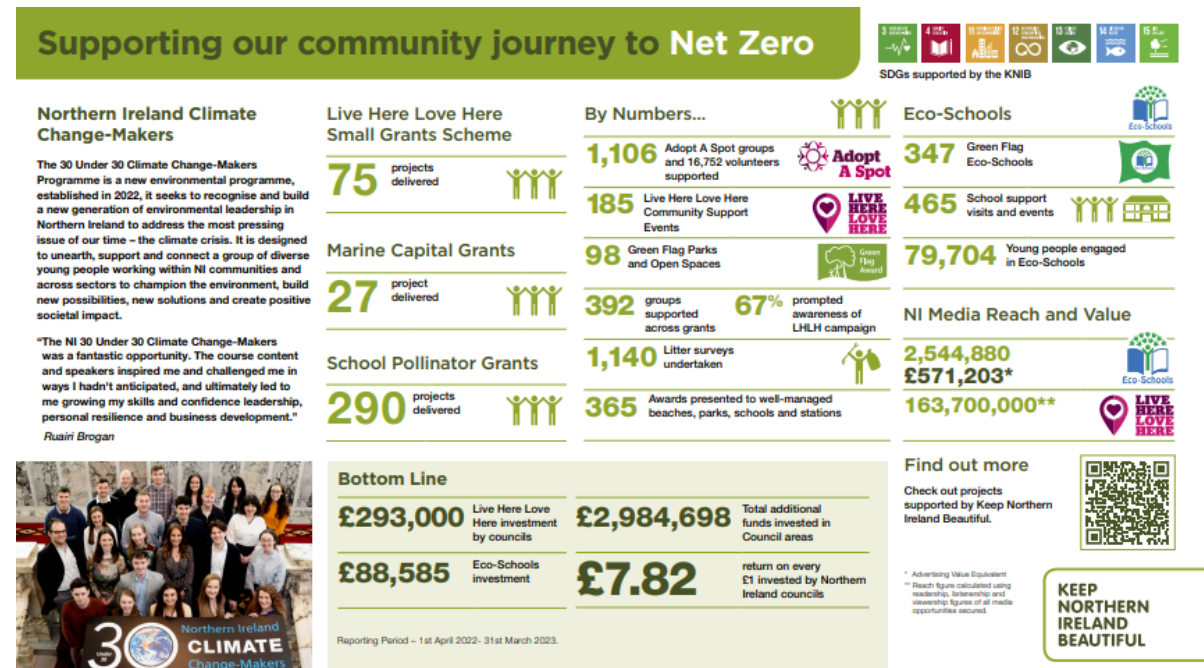
Collaboration is fundamental to our work, and we recognise that collective effort around a mission is critically important. This is particularly evident with Live Here Love Here and Eco-Schools, both programmes encompassing a number of regional partners, including the Local Authorities in Northern Ireland, the Northern Ireland Housing Executive, Translink, DAERA and a range of other NGO organisations. We collaborate with our sister organisations in these islands; Keep Scotland Beautiful, Keep Britain Tidy, Keep Wales Tidy and An Taisce.

Our international connections are also strong. We are a very active member of the Foundation for Environmental Education (FEE) and the Global Environmental Education Partnership.

Resources to support the running of Keep Northern Ireland Beautiful and its programmes come from a diverse range of sources including the Department of Agriculture, Environment & Rural Affairs; NI Local Authorities; NI Housing Executive, Translink, a number of Charitable Trusts and Foundations and corporate partners.



Impact

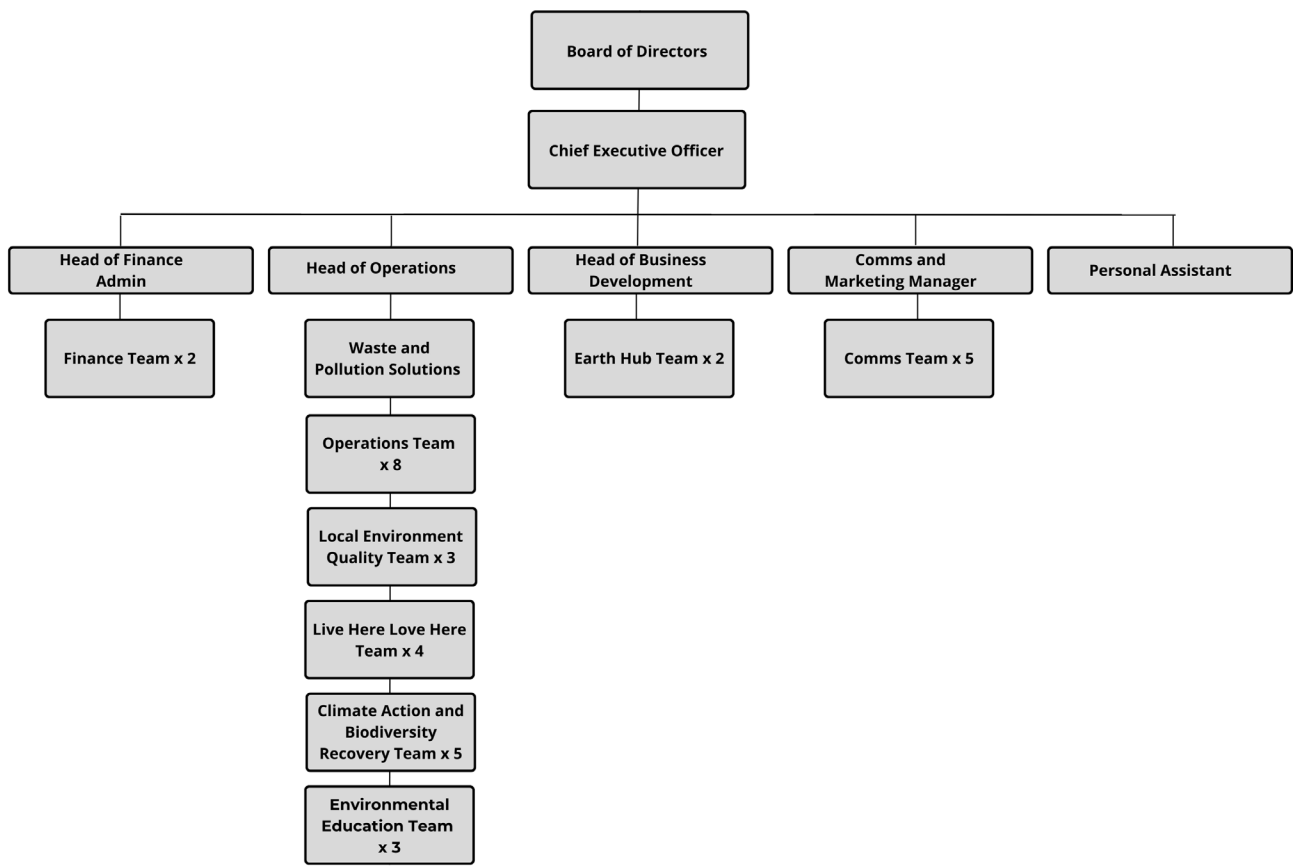


How We Work

We inspire people and share the stories of others who are already having a positive impact. We empower people by providing the knowledge, tools, advice and resources they need to unlock their potential and deliver change. We are 'doers' and lead by example. We engage with others. We generate our own research and collaborate with others to achieve more. We endorse and celebrate the achievements of local people and ensure the hard work that goes into making the places we all love beautiful is recognised nationally and internationally.



How We Are Organised



Strategy

Our Vision

A world where people and nature thrive.

Our Mission

To **inspire** and **empower** people to create more resilient and healthier communities.

Our Actions

Through education, engagement and empowerment, we change behaviours and practices so everyone enjoys a beautiful, resilient, and healthy environment. We work towards a society where everyone takes an active role in protecting our communities and the people who live there.

Our Values

Collaboration – Achieving our mission is only possible by working together. There is strength in partnership.

Integrity – We are open and honest with ourselves and others. We rely on science and use the latest research to guide our work.

Positivity – We share hope even in the face of major challenges. We are on a mission possible.

Innovation – We are ready to challenge the status quo and look for bold solutions.

Environmental Stewardship – The environment supports our health and well-being. We will work tirelessly for a better world for current and future generations.

How We Work

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We **endorse** and celebrate the achievements of local people and ensure the hard work that goes into making the places we all love beautiful is recognised nationally and internationally.



How we will help deliver real change

01 EMPOWERING COMMUNITIES

We will connect with and inspire the people of Northern Ireland to improve where they live

02 ENVIRONMENTAL EXCELLENCE

We will improve the quality of the environment

03 ENVIRONMENTAL EDUCATION

We will improve opportunities for young people to take action on the environment

04 ADVOCACY

We will influence the policies and behaviours in all sectors to protect our environment

05 KNOWLEDGE AND IMPACT

We will measure and demonstrate the impact of our work

06 COMMUNICATIONS

We will effectively communicate our work to current and future stakeholders

07 INTERNAL PROCESSES

We will ensure effective and efficient delivery of all work

DOWNLOAD OUR STRATEGIC PLAN 2020 - 2025

Financials

You can review our Income and Expenditure and Balance Sheet in our latest annual accounts to March 2023 at a glance below and click on the links at the bottom to access the last three years' annual accounts.

	Notes	Unrestricted Funds £	Restricted funds £	Totals 2023 £	Totals 2022 £
Revenue					
<i>from voluntary income:</i>					
• Donations and Grants	3.1	-	4,634,627	4,634,627	2,961,894
<i>from charitable activities:</i>					
• Business income and Sponsorship	3.2	123,929	9,920	133,849	94,954
<i>from other activities:</i>					
• Other income	3.3	292,269	190,092	482,361	479,787
<i>from investments</i>					
• Investment income	3.4	758	-	758	368
Total revenue		416,956	4,834,639	5,251,595	3,537,003
Expenditure					
<i>on raising funds</i>					
• Promotional costs	4.1	1,637	155,095	156,732	232,760
<i>on charitable activities</i>					
• Employee costs (incl. pension costs)	4.2	73,290	1,198,962	1,272,252	841,333
• Premises costs	4.2	982	18,922	19,904	16,809
• Travel and training costs	4.2	229	57,800	58,029	70,926
• General administration costs	4.2	1,321	59,734	61,055	56,387
• Programme costs	4.2	7,654	3,180,518	3,188,172	2,163,012
<i>on other items</i>					
• Legal and professional fees	4.3	(1,741)	25,820	24,079	11,368
• Other expenses	4.3	1,829	102,853	104,682	90,126
• Depreciation of assets	4.3	-	-	0	-
Total expenditure		85,201	4,799,704	4,884,905	3,482,721
Net income/(expenditure) for the year	5	331,755	34,935	366,690	54,282
<i>Transfers</i>					
• Gross transfers between funds	16	(28,144)	28,144	0	0
Net movement in funds for the year		303,611	63,079	366,690	54,282
<i>Reconciliation of funds</i>					
• Fund balances b/f at 1st April		453,125	-	453,125	398,843
• Fund balances c/f at 31st March		756,736	63,079	819,815	453,125

[Annual Report March 2023](#)

[Annual Report March 2022](#)

[Annual Report March 2021](#)

Meet the Board



Aaron Ward - Chair

Aaron is the Director of Public Engagement at National Museums NI. In this role, he oversees the strategic development of public programmes and initiatives, ensuring that museums serve as valuable public resources and deliver the maximum benefit to the community. Aaron has well-rounded experience through his previous roles working in the advertising, tourism sector and corporate sectors, and was formerly Deputy Chair at Ulster University Students' Union.



Jim Bradley - Vice Chair

Originally from Maghera, South Derry, Jim was born in 1958 and went to Queen's Belfast to study Agricultural Zoology. He then moved to Newcastle upon Tyne where he undertook a PhD in Insect Ecology. Jim began working for the Ulster Wildlife Trust in 1989 before spending 14 years at Craigavon Borough Council as a Conservation Officer, Centre Manager and then Head of Conservation at Oxford Island National Nature Reserve. In 2004 Jim became the manager of the Belfast Hills Partnership which seeks to improve and co-ordinate the management of an area with a range of urban/rural issues and conflicts – and has been there ever since. Over the years Jim has been on the boards and committees of various organisations such as Ulster Wildlife Trust and Northern Ireland Environment Link, as well as volunteering for a variety of local and community projects.



Anna Lo MBE

Anna was born in Hong Kong and settled in Northern Ireland in 1974. She had been a social worker in Social Services and Barnardo's prior to being the Director for the Chinese Welfare Association. She was elected to the Northern Ireland Assembly in 2007 and retired in 2016. Anna was the Chair of the Environment Committee in the Assembly from 2011 to 2016.



Brian Monroe

Brian, a qualified chartered accountant, is currently Chief Financial Officer at Ogier and previously worked as Director of Finance and Operations for Baker and McKenzie Global Services in Belfast. He started his career in Price Waterhouse, and has held senior management roles in the airport, retail, legal and recruitment industries. He is involved in the Duke of Edinburgh's Award Scheme, training and supervising participants during their hill walking expeditions.



Tim Walker

Since 2019, Tim has been Acting Chief Executive of arc21, a local government contracting authority. Previously, he was Head of Waste Management in Belfast City Council. In this role, Tim has overseen many changes in recycling and waste policy in Northern Ireland. This year (2024/25), Tim is President of the Chartered Institution of Wastes.



Colm Smyth

Colm is a Chartered Accountant with five years of finance experience consisting of two years in industry and three years in practice. He is a commercially experienced finance professional with experience in the public sector surveillance industry, MoD managed contract space and retail. He currently is a Commercial Manager leading a team of two at BT Surveillance Solutions.



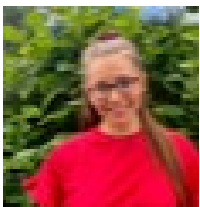
John Thompson

John heads up Safety, Climate and Resilience at Translink, leading a team who are passionate about making the workplace, public transport and our wider community safer, greener and even more responsible. He has a Masters with Distinction from Queens University and his experience spans public, private and local government and sectors. He is the Chair of the Development and Governance Committee at the Northern Ireland Safety Group. He sits on the Belfast Resilience and Sustainability Board and is a member of the BITC Corporate Responsibility Leaders Group and is the Northern Ireland representative on BITC's national Business Emergency Resilience Group (BERG). He also sits on the Belfast, Northern and Southern Areas Emergency Resilience Forums. John is also a Board Governor at Bangor Academy and Sixth Form College, one of NI's largest Academy schools.



Brendan Gallen

Brendan brings a wealth of experience in strategy, marketing and behaviour change to the Board of Trustees at Keep NI Beautiful. As a Strategy Director with The Foundation – a brand consultancy he has practical experience in creating impactful communications and providing clear strategic advice, with an inherent understanding of consumer behaviour in relation to communications. In his time in roles across consultancies and retail organisations, he has led on multiple award-winning projects that have delivered significant behaviour change and education – which aligns closely with the role of Keep NI Beautiful in engaging the public and other stakeholders on the importance of creating a cleaner, greener and more sustainable society. Beyond the professional sphere, Brendan is actively involved in the Northern Ireland community through his role as a Board Member for Bounce Culture.



Emer Rafferty

Emer is the youngest director of Ecojustice Ireland alongside being a Live Here Love Here and a Translink Changemaker Ambassador. She is a Chemical Engineering student at Queens, and as a 19-year-old native Armagh girl, has been determined to ensure that urgent action is taken to stop climate breakdown and biodiversity loss, and to ensure a livable planet for all; for future generations, nature and wildlife. She was in the Global NAAEE 30 Under 30

Environmental Education 2021 list, was one of the chosen 13 COP26 Ambassadors and was a young reporter for FEE at COP27.



Sue Christie OBE, Interim Chief Executive Officer

Sue was Chair of KNIB from 2013 until 30 May of this year, when she became Interim CEO on the retirement of the former CEO. She is an ecologist, originally from the USA, with a wide range of environmental interests across the biodiversity, climate change and waste fields, and has been involved in a number of voluntary organisations, government committees and working groups on environmental matters. Sue was previously CEO of Northern Ireland Environment Link, the networking and forum body for voluntary environmental organizations in Northern Ireland for over 25 years. In retirement she spends her time with KNIB, a variety of committees, gardening and dog training. She has worked on Soqotra Island Yemen on education, botany and sustainable development, and has prepared teaching materials on Madagascar.

Job Description

Job Title:	Chief Executive Officer
Employed by:	Keep Northern Ireland Beautiful
Reporting To:	KNIB Board of Directors
Location:	Belfast Office with hybrid working
Salary:	£60,000 – £75,000 subject to experience + 7% employer pension contribution
Annual Leave:	30 Days including public holidays. 4 days must be taken at Christmas and the others can be taken at any time.
Working Hours:	37.5 hours (note Ts and Cs below)

This position is funded through the DAERA Environment Fund

Purpose

Reporting to the Chairman and responsible to the Board of Directors for the successful strategic direction, leadership and operation of Keep Northern Ireland Beautiful. This will be achieved by ensuring that effective Strategic plans are developed and implemented, that all performance targets are fully met and that the organisation is developed to its full potential, achieves continuous improvement through innovation and secures adequate funding from both public and private sectors.

Aims

To promote Keep Northern Ireland Beautiful and its aims to a full range of stakeholders and to develop and maintain a wide variety of relationships.

To ensure the necessary high standards of professionalism and service delivery are maintained through the motivation, development and management of staff.

To ensure the accurate and timely development of Strategic Plans, work programmes and performance data for all functions of KNIB, including overseeing the production of all information required for the effective management of the organisation and to comply with all organisation, stakeholder and legal requirements.

To have oversight of all financial aspects of the organisation, to set, monitor and report to the Board on a budget and accounts and to ensure the financial

viability of the organisation, in accordance with all organisation, stakeholder and legal requirements.

To ensure all organisational policies and procedures are properly implemented.

To keep under review all new developments in all fields relevant to Keep Northern Ireland Beautiful's areas of operation and to make timely recommendations to the Board of Directors concerning all aspects relating to the organisation, its operation and role.

Policy and Strategic Leadership

1. To lead and promote the organisation and ensure the development and maintenance of high standards of professionalism and delivery of organisational outcomes.
2. To undertake full responsibility for the strategic development, planning, management and operation of Keep Northern Ireland Beautiful to ensure that all the objectives of the organisation are achieved and that the organisation progresses through innovation.
3. To provide a public face promoting issues within Keep Northern Ireland Beautiful's remit and aims, including undertaking media interviews.
4. To develop and maintain links and positive relationships with relevant stakeholders.
5. To identify, develop and deliver new projects/programmes which support Keep Northern Ireland Beautiful's remit and aims and help develop, deliver and update the strategic plan.
6. To develop, improve and deliver existing projects/programmes such as Eco-schools, Live Here Love Here, Borough Survey, Awards Schemes, etc. while maintaining high levels of customer and funder interaction and satisfaction.
7. To develop and deliver new community focussed programmes which are financially self-supporting and support Keep Northern Ireland Beautiful's remit and aims.

Administrative and Financial

8. To develop and implement a funding strategy which enables delivery of programmes and outcomes within Keep Northern Ireland Beautiful's remit

and aims and identifies and secures funding which enables the organisation to prosper and grow.

9. To ensure production of all necessary reports for the Board, funders and stakeholders, management information and to monitor and report on progress against targets.
10. To devise financial budgets and monitor performance against target whilst ensuring all appropriate accounting practices are applied and legal and moral standards adhered to.
11. To liaise with all funders to ensure effective delivery of programme outcomes to funder satisfaction.
12. To ensure all administrative functions are carried out efficiently and all procurement is carried out using appropriately designed processes.
13. To set performance targets and monitor all services provided to Keep Northern Ireland Beautiful by external suppliers to ensure they are provided in a cost effective and efficient manner which meet the required standards of service delivery.
14. To ensure all staff operate in an effective manner and are developed to their full potential and to undertake direct management of allocated staff.
15. To ensure the correct application of all appropriate policies and procedures related to the organisation's operation.
16. To undertake the role of Company Secretary.
17. To ensure compliance with all health and safety requirements regarding both staff and the public.
18. To undertake such other relevant duties as may be requested by the Chairman or Board of Directors.
19. To undertake the duties in such a way as to enhance and protect the reputation and public profile of Keep Northern Ireland Beautiful.
20. To report to, provide secretarial services to and manage communications with and for the Board of Directors and its committees or groups.
21. To ensure the charity has optimal digital and ICT resources to support efficient operations, enhance service delivery, and facilitate effective communication and fundraising efforts.

Terms and Conditions

- The post-holder must have access to a form of transport that allows them to fulfil the duties of the post.
- Given the organisation's work with children, finalisation of the contract of employment is dependent upon the outcome of Access NI checks.
- Keep NI Beautiful operates a 37.5-hour week, office hours broadly 9am to 5pm. **The organisation is currently trialling a four-day working week but note this is cancellable with one week's notice at any time.**
- Given the seniority and nature of the post, the post-holder may, on occasion, be expected to work additional hours to ensure delivery of the post's requirements.
- The normal days of work will be between Monday and Friday and will be agreed with the post-holder to ensure effective delivery of the role. KNIB operates hybrid working, which normally involves two days working in the office and two days based at home. Some flexibility is required, which may require working different days/times from time to time including occasional weekend and evening work.



Person Specification

Essential

- Educated to Degree level or demonstrable compensatory relevant experience.
- Three years' staff management experience with proven ability to motivate a staff team effectively.
- Three years' experience operating in a senior management role with experience in reporting to boards and leading the development and implementation of strategic plans and programmes.
- Three years' experience of successful and significant work-related income generation across a range of sources including (but not limited to) sponsors, grant giving bodies and government.
- Three years of demonstrable experience of successfully identifying, pursuing, and maintaining strategically important relationships and networks and influencing beyond your sphere of control to build successful collaborations.
- Excellent interpersonal and assertiveness skills, with the ability to communicate creatively, clearly and effectively, orally and in writing, to influence outcomes with a range of audiences.
- Demonstrable understanding of and interest in the environment and/or sustainable development.
- Excellent ICT skills, especially using the MS Office Suite.
- Access to a suitable means of transport to fulfil the duties of the role.

Desirable

- Experience of working in or with the voluntary sector.
- Five or more years' staff management experience with proven ability to motivate a staff team effectively.
- Qualification in fundraising, management or the environment.
- Membership of a relevant professional organisation.

The successful candidate will also demonstrate:

- A high level of integrity and common sense together with energy and drive to meet and exceed expectations.

How to Apply

Please forward a **CV, maximum three A4 sides**, together with a completed **Supplementary Questions form** available from www.engageexec.co.uk, ensuring you have included any dates when you will not be available or might have difficulty with from the recruitment timetable. You will also be asked to submit a separate **equality form** (see below).

The deadline is **Noon on Wednesday 7 August 2024**. Applications should be made by email to: apply@engageexec.co.uk

Contact Patrick Minne on 07792 509003 if you have any queries about the role or the application process.

Equality Monitoring and Criminal Convictions Disclosure

Along with the CV and Form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form in a separate document. Neither of these will be disclosed to anyone involved in shortlisting your application.

Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, "a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities".

If you consider yourself to have a disability relevant to the position for which you are applying, please contact Patrick Minne so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Equal Opportunities

Keep Northern Ireland Beautiful is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

By submitting an application for this position, you are consenting for your personal information to be processed and used for the duration of this recruitment campaign.

Timeline

CV, Supplementary Questions and Equality Monitoring and Criminal Convictions forms to be submitted

Noon, Wednesday 7 August 2024

First Interviews

Monday 12 and Tuesday 13 August 2024

Second Interviews (may include a seen or unseen task)

Thursday 5 September 2024

Final Interviews

Friday 13 September 2024



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Please address any enquiries relating to the advertised position to Keep Northern Ireland Beautiful's recruitment partners:

Patrick Minne

ENGAGE
EXECUTIVE TALENT

Tel: 07792 509003

Email: patrick@co3.org.uk

www.engageexec.co.uk

Enquiries unrelated to this recruitment can be addressed to:

Keep Northern Ireland Beautiful

Titanic Suites, 55-59 Adelaide Street
Belfast, BT2 8FE

Tel: 028 9073 6920

Email:
enquiries@keepnorthernirelandbeautiful.org

Registered Charity Number: NIC102973