

38 DEGREES
people. power. change.

Non-Executive Director Application Pack



**INCLUSIVE
BOARDS**



About 38 Degrees

38 Degrees is one of the UK's biggest campaigning communities, involving over 2 million people who campaign to make the UK a better place. We are united by a set of shared values: **to defend fairness, protect rights, promote peace, preserve the planet and deepen democracy.** In the space of a week, millions of members could be campaigning on anything from protecting our NHS and stopping cuts to Universal Credit, to saving local libraries and pushing for laws that welcome more refugees.

An unusual but core characteristic of 38 Degrees is the extent to which we are member driven in our decision-making. We think this is a wonderful and powerful principle. It has been key to our success as an inclusive, mainstream organisation which brings millions of people together. Many of our most famous victories wouldn't have happened without our member-driven approach.

We have a turnover of £5.5 million and 45 staff members based in London and Edinburgh. The organisation is led on a day to day basis by the Chief Executive ("CE"), in close collaboration with the Senior Leadership Team ("SLT"). The CE and SLT are responsible for day-to-day decisions about member involvement and consultation, campaign selection and strategy, staffing and budgeting. The Board is responsible for setting the organisational strategy with the CE and SLT as well as monitoring our performance against agreed operational plans and budgets. We are a not-for-profit company limited by guarantee.

38 Degrees is fiercely independent. We don't take donations from political parties, or big donors. We run on hundreds of thousands of small donations from the public. This independence means we never have to hold ourselves back from taking on those with power and can truly listen to our members.

38 Degrees' culture is honest, kind, supportive, courageous and respectful. We move fast and frequently adapt plans in response to rapidly changing events.

2019 Campaign Highlights

Election 2019

38 Degrees' members set out to challenge hateful and violent speech in politics in this election – and the real-life impact it has in turning people away from politics. The team launched a massive effort to get thousands of people who have been pushed out of politics to make their voices heard by voting in this election. Focusing on marginalised communities, we built an easy-to-use app to help people register and get their friends and family on board, crowdfunded cash for grassroots groups and built an engaging online quiz to help bust myths that can turn these groups off voting. Hundreds of thousands of people used our online tools during the campaign and at least 15,000 more people registered to vote through our site. At the same time, 38 Degrees campaigned to show politicians that the public wants a better kind of politics, asking all party leaders to sign a deal to sack any MP or candidate who uses violent language. The campaign secured responses and commitments from all major parties.

No to No Deal Brexit

38 Degrees kicked off a significant campaign against a no-deal Brexit in 2019. 38 Degrees' members have a diverse range of views on Brexit, but are united in their opposition to the real life cost of a no-deal exit: medicine shortages, the impact of a trade deal with America on our NHS, the loss of manufacturing jobs, the livelihoods of British farmers and our food standards.

We wanted to use people power to urge MPs to reject no-deal during crunch votes in early Autumn. We highlighted the cost of no-deal in a huge social advertising push – reaching more than a million people in our 30 target seats, splashing the front pages of local newspapers, taking adverts in national papers and enabling more than 268,000 people to contact their MP directly with their concerns. In total, more than 360,000 individual members of the public took part in the campaign which raised more than half a million pounds. The Benn Bill (to legislate for an extension of A50) passed, with 20+ Conservative rebels. 13 of the 30 MPs we focused on during this campaign, voted against the government.

Campaigns By You

Every week hundreds of members of the public start petitions on our website to make the UK a better and fairer place. Just recently Geraint and his 200,000 supporters won their campaign to persuade British beer manufacturers to stop using plastic rings to hold cans together; Bry and 11,000 people across the county managed to persuade Essex County Council to reverse their decision to close up to 44 libraries; and Grahame was supported by 100,000 of us to persuade the home office to allow his wife to stay in the country. From stopping hospital closures, to changing the law to protect renters, to tackling the climate crisis, we support thousands of petitions every year to create meaningful change in the UK.



About the Role



38 Degrees' Board is responsible for supporting and holding to account the Chief Executive and Senior Leadership Team. This includes ensuring appropriate governance of the organisation, overseeing overall strategy, managing strategic risk, monitoring financial performance and interrogating the big strategic choices and high-level decisions about the running of 38 Degrees. Alongside the membership and the staff team, the Board also acts as guardian of 38 Degrees' mission and values.

Each board member needs to embrace and uphold the member-driven approach. That means being able to put aside their personal political beliefs, constantly maintaining their understanding of our membership and holding the Senior Leadership Team to account for their approach to member involvement.

38 Degrees has a passionate and committed Board that has steered the organisation through good times as well as some tough ones. We are looking for new board members to add further depth to the governance of this important organisation, in the following ways:

- Hold ultimate responsibility and accountability for 38 Degrees' financial health, reputation, legal compliance and fulfilment of mission.
- Make key decisions on strategy, finance, governance and human resources which support the core areas of 38 Degrees' work.
- Hold the Senior Leadership Team and Chief Executive to account for implementing decisions effectively.
- Attend Board meetings and away days and collaborate on Board decision-making.
- Attend sub-committee / ad hoc meetings as agreed.

We have three vacancies for Non-Executive Directors on the Board

We want to strengthen the overall mix of skills across the Board, to add to the deep experience and knowledge of the existing board members. We will therefore be considering what candidates bring both individually and collectively with other candidates.

Our Commitment to Diversity & Inclusion

We are an inclusive, mainstream organisation which brings together millions of UK citizens from a variety of different political perspectives. We want this diversity of perspective to be reflected on our Board.

We welcome applications from anyone regardless of their age, experience, disability, ethnicity, heritage, gender, socio-economic background and political preferences.

38 Degrees is deeply committed to inclusive working practices, so during the application process we commit to:

- Paying for childcare whilst you're at 38 Degrees' interviews.
- Paying for your travel costs to the office and back for interviews.
- Making any reasonable adjustments - for example ensuring we have BSL interpreters organised in advance if you'd like them.
- Providing this document in a Word document format readily available to download.
- Offering a guaranteed first stage interview for disabled candidates who meet the minimum requirements for the role.

If there is anything else you're concerned about or think we could provide, please let us know.



Person Specification

All board members should bring the following essential skills and values to the role:

Skills

- Able to operate at a strategic level, bringing insight and interrogation to the development of organisational strategy and taking high-level decisions about the future of the organisation.
- Able to evaluate and manage strategic risk.
- Able to display a commitment to inclusion and diversity.
- Excellent communication skills and an ability to persuade and influence to promote the interests of 38 Degrees.
- Good listening skills and an openness to other views and feedback on own contribution.
- Able to think differently, come up with new ideas and challenge existing thinking.

Values & Ways of Working

- Commitment to 38 Degrees' mission, values, culture and member-driven ethos.
- Commitment to bringing high standards of ethics and transparency to 38 Degrees' governance.
- Willing and able to work as part of the governance team and in collaboration with the SLT.
- Assist the SLT in building networks of organisations and individuals who can help further the organisation's mission.
- Be accountable to 38 Degrees' members and stakeholders for the work and impact of.

The following are desirable, but not essential for all new board members:

- Political insight, for example from working in a policy or political context.
- Previous Board experience.

In addition, we are looking for board members who can bring ONE of the following areas of specialism to the Board;

Marketing

- Have an understanding and experience of branding and generating brand loyalty.
- Experience of membership and growing membership.
- Understand and have experience of how to gain audience insight and appeal to and develop messaging for different audiences.

Organisational Development

- Experience in change management with a focus on people management, growing and evolving team culture.
- Experience of enabling innovation and organisational growth and development.
- Experience of contributing to the design of people and organisational development strategies.
- Experience of supporting continuous improvement to enable the organisation to respond to internal and external drivers.

Technology

- Experience of using technology to drive social change or bring people together to add value to 38 Degrees' digital campaigning ecosystem.
- Successful track record in systems operations, data interface, digital marketing or product development.
- Demonstrable and practical experience of delivering transformational change to business technologies and processes.

Time Commitment

In order to deliver your role as a board member accordingly, you will need to dedicate time for the following activities, which may amount to circa 2 days/month:

- Quarterly Board meetings.
- Board meeting preparation and follow-ups.
- Supporting the Chief Executive and Senior Leadership Team.
- Sub-committee meetings (*you may wish to join one of 38 Degrees' committees subject to discussions with the Chair*).
- Other relevant activities as required.



Additional Information



Remuneration

This position is unremunerated, however, reasonable expenses will be covered. Where needed 38 Degrees will provide training beyond our standard Board induction to board members to build their skills.

Role as an Ambassador

Board members are expected to be good ambassadors for 38 Degrees. Their behaviour at all times should enhance and protect the reputation of 38 Degrees. Board members should take every opportunity to champion 38 Degrees and support its activities.

Deadline:

23rd January 2020: 23:59GMT

If you have any questions

If you want to have an informal conversation about the role before making an application please contact Elizabeth Oni-Iyiola on 0207 267 8369, 07701 297 648 or elizabeth.o@inclusiveboards.co.uk

How to Apply

The recruitment process is being undertaken by Inclusive Boards on behalf of 38 Degrees. If you wish to apply for this position, please supply the following:

- A detailed CV setting out your career history, with responsibilities and achievements.
- A covering letter (maximum two sides) highlighting your suitability for the role and how you meet the person specification. Please note that the covering letter is an important part of your application and will be assessed as part of your full application.
- Please provide details of two professional referees together with a brief statement of their relationship to you and over what period of time they have known you.
- Referees will not be contacted without your prior consent.
- **Diversity monitoring form** – your data will be stored separately from your application and will at no time be connected to you or your application.

**Please send your CV and cover letter to: Andrei Racasan,
andrei.re@inclusiveboards.co.uk**