

Kids for Kids

Chief Executive Officer

Location: Home based

Contract basis: Permanent, Full Time

Salary: subject to experience – likely to be £65,000 to £75,000



Kids for Kids is looking for a CEO to take over from our Founder Patricia Parker OBE as we celebrate our 25th Birthday. This is a unique opportunity to join Kids for Kids and to make a real and lasting difference to children and families who are facing the worst humanitarian crisis in the world. Kids for Kids was established by Patricia in 2001 specifically to do all we can to transform the lives of children who live in conditions of extreme deprivation. She realised it was possible to help families to improve their own lives with projects appropriate to the region and the extreme climatic conditions.

Kids for Kids continues to be the only organisation providing both emergency and sustainable projects to remote villages in North Darfur. We are putting into practice measurable, sustainable projects in what is one of the most inaccessible and dangerous places in the world. After 25 years of impact and transforming the lives of over half a million people, we are seeking a visionary and compassionate individual to take over from Patricia as CEO and take our unique approach into the next decade.

We do not believe in charity, we believe in enabling people to help themselves. Families in rural areas of Darfur live in straw huts, the only transport is a donkey, no electricity, survival is dependent on subsistence crops and there is no clean water. By introducing a package of sustainable projects - all of which are identified and run by the communities themselves - we not only lift the poorest families out of abject poverty, but also transform the whole community. The families who benefit initially are chosen democratically by their whole communities. There are now 110 Kids for Kids' villages which, especially during the current violence, are expanding because of what they can offer.

We are seeking someone who sees this as one of the most effective and lasting ways to help children the rest of the world continues to ignore. You will oversee our fundraising programme in the UK and worldwide and to manage all our administration and finances. We have a small dedicated team, which includes volunteers who will support you. You will oversee all finances, including project spend to ensure continued viability during these times of great need in Darfur.

The Board of Trustees has agreed a Transition Plan to help take the charity into the next decade. You will help to transition the charity, together with Patricia, who will continue as Chairman of Trustees, to a new configuration.

The Transition Plan envisages a phased approach. In the first phase, as CEO, you will lead the UK end of the organisation, overseeing fundraising and awareness-raising across the world, as well as all financial management plus all the operational aspects of the charity. During this phase Patricia will continue to act as Programme Director, drawing on her unique expertise and insights into Darfur and how to support children and families in such a harsh environment. She will continue to devise and manage the projects in Darfur and guide our small programme team, currently based in Cairo due to the danger of working in Sudan. In parallel to recruiting a new CEO, we are recruiting a Sudanese Country Director to oversee project delivery in Sudan, taking over that role from Patricia. This post is also likely to be based initially in Cairo alongside our programme team until the current conflict subsides.

In phase two, once the Country Director has been appointed, you will oversee his/her work, principally setting annual budgets and ensuring all financial spend is managed accurately and in a timely fashion. The Country Director will have the prime responsibility for shaping and implementing the projects in Darfur, whilst accounting to you for project spend and effective delivery. Patricia will work with you on the transition to make the changes as seamless as possible.

Thanks to our volunteers on the Kids for Kids Steering Committee in Darfur, this year we have been able to provide help to over 100,000 children in under six months. The Steering Committee are volunteer village leaders who have been working directly with Kids for Kids since 2010 (prior to that we worked in conjunction with an international NGO). Their contacts across the region are crucial in enabling Kids for Kids to provide what communities identify as their most urgent needs. With banks across the country closed, you will be responsible for transferring funds from the UK to committee members' mobile phones through the app BankAk via CASHI, a Sudanese-run organisation based in the US. You will be responsible for ensuring the safety of all those supporting Kids for Kids and, crucially, that funds go directly where they are needed and are properly documented and accounted for.

Details on our work and sustainable projects are available on our website: www.kidsforkids.org.uk

You will report to the Board of Trustees. Patricia will be your line manager as Chairman of Trustees. She will also be available to assist with major events and awareness-raising, as well as some speaking engagements and motivating our network of supporters where helpful, and agreed with you.

In addition to working closely with the Board of Trustees, you will liaise with our Patrons – Dame Joanna Lumley, Miriam Margolyes, Lord Cope, Sir David Suchet, Sir William Patey, Dame Rosalind Marsden, Eamonn Holmes and Dante Campailla, our Children's Champions and all our supporters, especially with school children who are keen to help children their own age living so far away. We see the latter as a unique way of opening the eyes of the next generation to the long term benefits of sustainable projects, enabling people to stay in their own homes. You will make presentations to schools, churches, Rotary Clubs, City firms etc. You will be the public face of Kids for Kids.

You will motivate, inspire and build the capacity of the team and lead the charity as it enters its next stage of growth.

What you do will save lives and enable children to thrive.

What we are looking for

This is a crucial position. It will be your responsibility to ensure a successful transition and future growth of the charity, enabling us to support even more children and their families in Darfur, Sudan at a critical time. You will be an experienced and highly motivated leader, overseeing the overall development of Kids for Kids, ensuring its continued success and impact. You will oversee the charity's budgets to ensure long-term financial sustainability and be responsible for the charity's fundraising, grants, individual donors and our events. Currently these include an annual Candlelit Christmas Concert with celebrity Readers, an Executive Fishing Day on the estate of the Duke of Northumberland and our Gala Gourmet Dinner Dance in London. 2026 is our 25th Birthday. You will lead and manage our Birthday Celebrations taking us forward to the next 25 years.

You will be leading a passionate and dedicated team, currently consisting of a deputy CEO, PA to the CEO and Chairman, part-time fund-raiser and part-time book-keeper. You will motivate and work closely with our networks of volunteers, both in the UK and in the USA and Australia. You will play a key role in building relationships with donors, potential donors, corporates and other stakeholders.

Duties and Responsibilities

1. Leadership, Strategy and Governance

- a. Provide vision and leadership of Kids for Kids – safeguarding its strategic direction and alignment with its mission and values.
- b. Regularly report to the Board on all aspects of the charity's work, ensuring accurate timely updates on funding, operations and emerging needs.
- c. Be the key point of contact for the charity, providing guidance and support to staff and volunteers
- d. Manage and implement fundraising initiative and the UK and abroad including mailing, emailing and social media campaigns
- e. Develop and implement a strategic plan as events evolve in Sudan, in collaboration with the Chairman and Board of Trustees.
- f. Ensure Kids for Kids is compliant with legal, regulatory and financial requirements.
- g. Prepare the Annual Report and regular updates for key stakeholders, donors and funders.
- h. Monitor and evaluate the charity's performance and report to the Board and other stakeholders.

2. Financial and Risk Management

- a. Oversee financial planning – manage the charity's finances, including budgeting, forecasting and financial reporting.
- b. Create annual budgets, both in Sudan and in the UK and other countries. Monitor financial performance through regular budget reviews at an operational level, and report to the Board.
- c. Ensure responsible stewardship of financial resources with tracking of income and expenditure, as well as a system for appropriate documentation and photographic evidence of spend on projects.
- d. Support the Board in its duty to manage risk by providing accurate records of activities and risks. Ensure effective strategies are embedded and implemented to reduce risk.
- e. Manage the production of the Annual Accounts.

3. Fundraising and Development

- a. Develop and implement fundraising strategies to ensure financial sustainability, identifying new funding opportunities, managing income streams to maintain financial sustainability of Kids for Kids and ensuring sufficient funds to cover project and operational spend.
- b. Manage publicity both direct and through social media, our website, internet campaigns, including devising and designing all publicity materials
- c. Oversee organisation of the charity's major events.
- d. Cultivate and develop relationships with key donors and stakeholders, including identifying where these may best be maintained by the Chairman.

4. Operations and Management

- a. Manage day-to-day operations, ensuring efficient and effective use of charity resources.
- b. Manage our team, including personal development, training and mentoring to ensure a positive work culture.
- c. Recruit new team members, interns and volunteers as required
- d. Provide strong leadership and guidance to staff and volunteers.

5. Partnerships and awareness building

- a. Act as the public face of Kids for Kids, undertaking a range of speaking opportunities and acting as a media spokesperson.

- b. Build relationships with celebrities, Patrons and key stakeholders.
 - c. Cultivate new relationships with donors, celebrities, patrons and funders.
6. Phase 2 - Oversight of the Sudan Country Director
- a. Manage the Sudan Country Director, once appointed, helping them to shape and implement projects in Darfur including timely, accurate project spend. In phase One, you will work closely with the Chairman in her role as interim Programme Director.
 - b. Participate in annual Kids for Kids programme meetings, for the time being likely to be held in Cairo, and be prepared to visit projects in Darfur with the Country Director once there is a stable government in Sudan and sufficient security is re-established.

Candidate requirements

Essential:

- Proven track record in a management and leadership role, ideally with experience of the charitable or not-for-profit sector.
- Strategic thinker with strong financial acumen, excellent communication skills and the ability to build partnerships and influence at all levels.
- Compassionate and values-driven approach to leadership, with a commitment to sustainable development.
- Understanding of Charity law and regulations, governance requirements, and reporting standards.
- Experience of working effectively with a Board of Trustees / Directors.
- Proven experience in budget setting and financial management, reporting to funders and Trustees.
- Proven success in identifying and developing new income streams.
- Management of day-to-day operations.
- Experience in building effective relationships with donors, celebrities, patrons and other stakeholders.
- Experience in building and leading a team of staff and volunteers.
- Excellent communicator and presentation skills.
- Highly organised, and excellent attention to detail.
- Passionate about inspiring teams and volunteers about transforming the lives of children.

Not essential but helpful:

Arabic speaker

Prior experience of Sudan or the region

Location and Terms:

You will be working primarily from home or at a location you agree with the Chairman. The deputy CEO and PA work remotely from their homes in Surrey. The office is currently based in the Chairman's home, as are all supplies etc. As you will initially be working closely with the Chairman, as she hands responsibility over to you, it would be helpful if you have easy access to where she lives in Dorking. As the charity grows, Kids for Kids may need to have access to office space, with staff working mainly on a hybrid basis with occasional team meetings in person.

Must have the right to work in the UK.

Salary and benefits:

In the region of £65-75,000 – commensurate with experience, plus Pension.

5 weeks' annual holiday, including over Christmas and the New Year when the office is closed.

How to apply:

Please apply via **Inclusive Jobs** providing a cover letter and CV demonstrating your suitability for the position.

Please note: Any application created with the use of AI will not be considered. No agencies please.

For any queries, please contact careers@kidsforkids.org.uk

We apologise in advance that we will only contact those shortlisted for interview.

Please do not telephone the office.