

# Chair of The Board of Trustees

## Role description and person specification

### Introduction

The Heritage Alliance is looking for a Chair to lead the Board of Trustees and staff from Autumn 2021. The Chair is an important public face of The Heritage Alliance, representing its members in a range of forums and to key decision-makers and influencers in politics and Government. The Chair will work closely with the Chief Executive (Lizzie Glithero-West) to support the smooth running of the organisation.

The Heritage Alliance is the largest coalition of independent heritage organisations in the UK, with over 160 members. We are a charity. We embrace some very large organisations and many smaller ones; the unifying factor between them is a love of our diverse built, natural and created heritage. Between them, the seven million volunteers, trustees, members and staff of these organisations demonstrate the strength and commitment of the independent heritage movement. Like so many others, our sector has faced real challenges in recent months but the Alliance has continued to grow. We are uniquely well placed to share ideas and information between our members and with Government and other funding organisations and policy-makers.

We are passionate about promoting the importance of heritage to prosperity, wellbeing, our environment, creativity and social resilience. We promote new thinking and conversations. We have active programmes aimed at building capacity and capability amongst our members and the wider sector. We promote partnerships, host events and debates and offer practical support and information. We are committed to being recognised for achieving the highest standards of inclusion, diversity and equality of opportunity in our work and activities.

More information about our activities, our current policy priorities, and our team can be found [here](#).

### Principal responsibilities of the role

The Heritage Alliance is looking for a strategic leader as Chair who can be a powerful advocate for the organisation and its work. At the same time, we are looking for someone who will prioritise the business of running a successful advocacy charity and support the work of the

executive. In the face of significant ongoing challenge and change, the Alliance will play a key role in shaping future outcomes for the sector, and we are seeking to sustain and grow our sector support and existing membership in the years ahead. We will need to reflect and respond to the needs of our membership and a diverse society, through delivering new fundraising and sector resilience activities. We are therefore looking for a Chair with passion and vision who can work with us to shape how the organisation could develop and progress in the coming years.

The Chair's main role is to lead the board of trustees and ensure effective governance of the charity. The Board of Trustees set the overall vision and strategic direction for The Heritage Alliance's work supported by the Chief Executive and the team.

The Chair and Trustees are generally appointed for two terms of three years. Their role is:

- To shape strategy;
- To advocate and represent the sector;
- To monitor performance against objectives;
- To support and advise the Executive team;
- Champion and promote our vision and objectives.

The board meets formally four or five times a year including at an AGM. Other meetings may take place as necessary including headline events Heritage Day and Heritage Debate. Meetings are currently being held virtually. The role is not remunerated but reasonable expenses are repayable.

The Chair will have demonstrable and proven ability to deliver the following principal responsibilities:

### **Strategic leadership**

- Provide leadership to the board, helping to maximise the service the Alliance provides to its members and deliver its overall charitable purposes.
- Work with the Trustees, supported by the senior staff to set the strategic direction of the organisation, horizon scanning, assessing risk, and harnessing opportunities for the future.

### **Public affairs**

- Be a visible ambassador for the Alliance and for the cause of the independent heritage sector.
- Maintain good contacts within Government and with key political stakeholders, while helping to build other contacts, looking beyond heritage sectors where relevant for possible new sources of support.
- Represent the Alliance at external events, where necessary as a speaker and vocal advocate for the Alliance's priority areas.
- Be a spokesperson for the charity and maintain good relations with key media contacts.
- Help to promote membership growth and fundraising for the organisation.

## **Effective governance**

- Oversee sound governance arrangements for the Alliance.
- Chair quarterly meetings of the Board of Trustees, bringing impartiality, objectivity and collective ownership to the decision-making process.
- Oversee the recruitment and participation of a diverse and experienced Board of Trustees.

## **Relationship with the Chief Executive and other staff**

- Have a close, strong and effective working relationship with the Chief Executive (Lizzie Glithero-West) ensuring she is supported and held to account for achieving agreed strategic objectives.

As well as the above, the Chair will be expected to perform all such additional duties as are reasonably commensurate with the role.

## **Additional information**

The Deputy Chair (Ingrid Samuel) supports and acts for the Chair when she or he is not available.

The role is not accompanied by any financial remuneration, although reasonable expenses are payable. The Heritage Alliance is currently based at the CPRE's offices in Southwark.

## **Person Specification**

In addition to the qualities required of a Trustee of the charity, the Chair must also meet the following requirements:

### **Personal Qualities**

- Demonstrate a strong and visible passion and commitment to the charity, its strategic objectives and cause.
- Personal gravitas and diplomacy to lead a significant national heritage organisation.
- Strong leadership skills, ability to motivate staff and volunteers and bring people together.
- Strong networking capabilities that can be utilised for the benefit of the Alliance.
- Able to work closely with the CEO and staff of the Alliance in a strategic and supportive way.
- Ability to commit time to conduct the role well, including travel and attending events out of office hours.
- Committed to the principles of diversity and inclusion.

## **Knowledge, skills and experience**

- Successful track record of operating at a senior strategic leadership level within an organisation, ideally within the heritage sector or a similar area.
- Broad interest in the diverse heritage sector (as represented through the Alliance's membership), and current issues affecting it.
- Financial management expertise and a broad understanding of charity finance issues.
- Strong understanding of charity governance issues, and of the issues affecting civil society more generally.
- Awareness of the importance of fundraising and membership promotion.
- Significant experience of chairing meetings and events.

## **Terms**

As set out in the [Alliance's Articles of Association](#), the Chair is a trustee of the Alliance (and therefore Director of the company), and is appointed by the other trustees. The Chair serves a three-year term, and is eligible for re-appointment for one additional term (or two in extraordinary circumstances).

## **Time commitment**

Four Board meetings per year, plus an AGM (combined with a wider Heritage Day conference). Other informal Board meetings may be arranged from time to time according to need. The Chair is also expected to have regular meetings with the Chief Executive, with Government ministers and other politicians, and with the Chairs of other heritage organisations. The Chair is also expected to represent the Alliance at events and meetings with key stakeholders. These include meetings organised by the Alliance itself, which includes an annual evening 'debate' on heritage topics hosted by the Chair, and our annual Heritage Day event.

## **Further information and how to apply**

The application deadline for this role is Saturday 31st July.

To apply, please send your CV and a covering letter to Ingrid Samuel, the Deputy Chair of The Heritage Alliance to [ingrid.samuel@nationaltrust.org.uk](mailto:ingrid.samuel@nationaltrust.org.uk). If you would like to discuss the role further, please contact Ingrid via email or call 07919 419999. Interviews will be held on 17th September.

## **The Heritage Alliance**

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