

**CANDIDATE PACK  
FOR THE POSITION OF**

**CEO**

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**YOUNG  
WOMEN'S  
TRUST**



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# FOREWORD

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**Like many young women, I have grown up in a world filled with invisible inequalities – and a lot of the time it was something I just accepted.**

When I began navigating the world of work and independence, these injustices started to really impact my life, particularly as a woman with disabilities and complex mental health issues. It was at this point I sought more support, and understanding, and that's how I came across Young Women's Trust.

However, what I found wasn't just support—I also found community, purpose, and the spark of a movement I wanted to be part of. I joined as a peer researcher in 2021 and later became a member of the charity's campaigning group. Through these roles, I've connected with incredible young women who've experienced the same systemic barriers, and who are just as determined to fight for change, which has been incredibly empowering.

I have had the opportunity to develop so many skills and taken on so many different roles; I've run focus groups, co-produced and delivered webinars, and even spoken with MPs. I have learnt so much more about how research works, what campaigning and advocating involves, and about women's rights. I've also been able to use my voice to represent young women with disabilities and mental health issues, which is very important to me.

Young Women's Trust are unique in providing direct support, like coaching services, to young women, as well as conducting their own research, and driving bold, evidence-based campaigns that challenge inequality in the workplace. They don't just listen to young women—they trust us to lead.

As we look for our new Chief Executive, we're seeking someone who shares that trust. The new CEO will work with Young Women's Trust's team, partners, and young women like me, to champion our rights, and in doing so, they take on the responsibility of building an equal world of work. A world where young women can thrive. A world that isn't just an ideal, but a necessity.

Saffron Baldoza

# WELCOME

## FROM OUR CHAIR

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**Thank you for your interest in becoming the CEO of Young Women's Trust.**

**Young Women's Trust champions young women aged 18 to 30 on low or no pay. We're here to create a more equal world of work and raise young women's incomes.**

Previously YWCA, Young Women's Trust has a history spanning over 160 years, and continues to have a significant impact on the lives of young women in England and Wales. With a stable financial outlook and a dynamic team in place, the charity continues to move from strength to strength.

Today we combine crucial services, campaigning for change and support for young women to raise their own voices and be heard. Each year we offer more than 5,000 young women free coaching, feedback on job applications and information to help them get where they want to be. We bring together a network of thousands of young women to support each other, build their self-belief, and have their voices heard. We work with young women and anyone who experiences misogyny and sexism to campaign for equality in the workplace. Our research provides insight into what young women's lives are really like, fuelling our campaigns for change and directly influencing decision-making at the highest level. In the last few months alone, we have launched a digital action signed by over 1,000 supporters, brought together young women with a government minister and MPs, had our research and policy asks cited in Parliament and been to 10 Downing Street twice.

Three years into our 2023-28 strategy for an Equal World of Work, YWT is flying high – building profile and impact. The whole staff team is highly capable and collaborative, with a very committed and stable senior team. I became Chair in March 2024, recently joined by some talented new trustees and we'll shortly be recruiting again to further build our Board.

As our current CEO steps down after nearly four years, we're looking for a CEO who is passionate about supporting young women and campaigning for change – someone who will maintain YWT's momentum and enable us to achieve our ambitious plans.

The challenges facing young women in 2025 are huge: they are still earning a fifth less than young men, they're facing discrimination in the workplace and they are more likely than men to be in precarious work. We're throwing everything at changing that.

We're looking for someone with a deep commitment to our cause, a track record of excellence in charity leadership and a skilled communicator and influencer.

We're committed to creating a diverse and inclusive organisation and as such genuinely welcome candidates from a wide range of backgrounds to apply. People from communities under-represented in our sector including racially minoritised and working class people are particularly encouraged to apply.

**Emma Norris**  
**Chair of Trustees**

# OUR STRATEGY

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## Our vision and purpose

Our vision is a world where young women are valued, can make choices and look forward to a fairer financial future.

Our purpose is to create an equal world of work and raise young women's incomes.

Read about our [values and principles](#)

## Our goals

Our ultimate goal is to close the income gap between young women and young men.

To lay the foundations for this, we are focusing on two key goals:

1. Visibility, voice and power
2. A more equal world of work

The first goal influences the second: we believe that giving greater visibility, voice and power to young women is an essential first step towards a more equal world of work.

Read more about our [2023-28 strategy](#)



# OUR PEOPLE

We currently have 13 Trustees at YWT and a staff team of 29. Our Trustees come from a broad range of backgrounds from the private, public and charity sectors and bring a host of different skills to the Board.

**Emma Norris**

Director of Policy and Politics, IPPR

**Gordon Mattocks**

Treasurer Board, finance, audit committee member, various organisations

**Molly Dawson**

Research Officer UK Youth, Director at Muslim Women Connect

**Lorna Lewis**

Marketing specialist

**Polly Neate**

Leadership adviser, strategist and coach, former CEO of Shelter

**Michelle Nelson KC**

Barrister at Law

**Jodie Reed**

Co-CEO, Home-Start UK

**Lisa Rousseau**

Head of IMDbTV, UK, Amazon

**Athena Stevens**

Artistic Director, Aegis Productions

**Hend Kheiralla**

Consultant, Programme Management and M&E, AFFORD UK

**Kruti Pabari**

National Management Trainee, Runnymede Borough Council

**Lucy Austin**

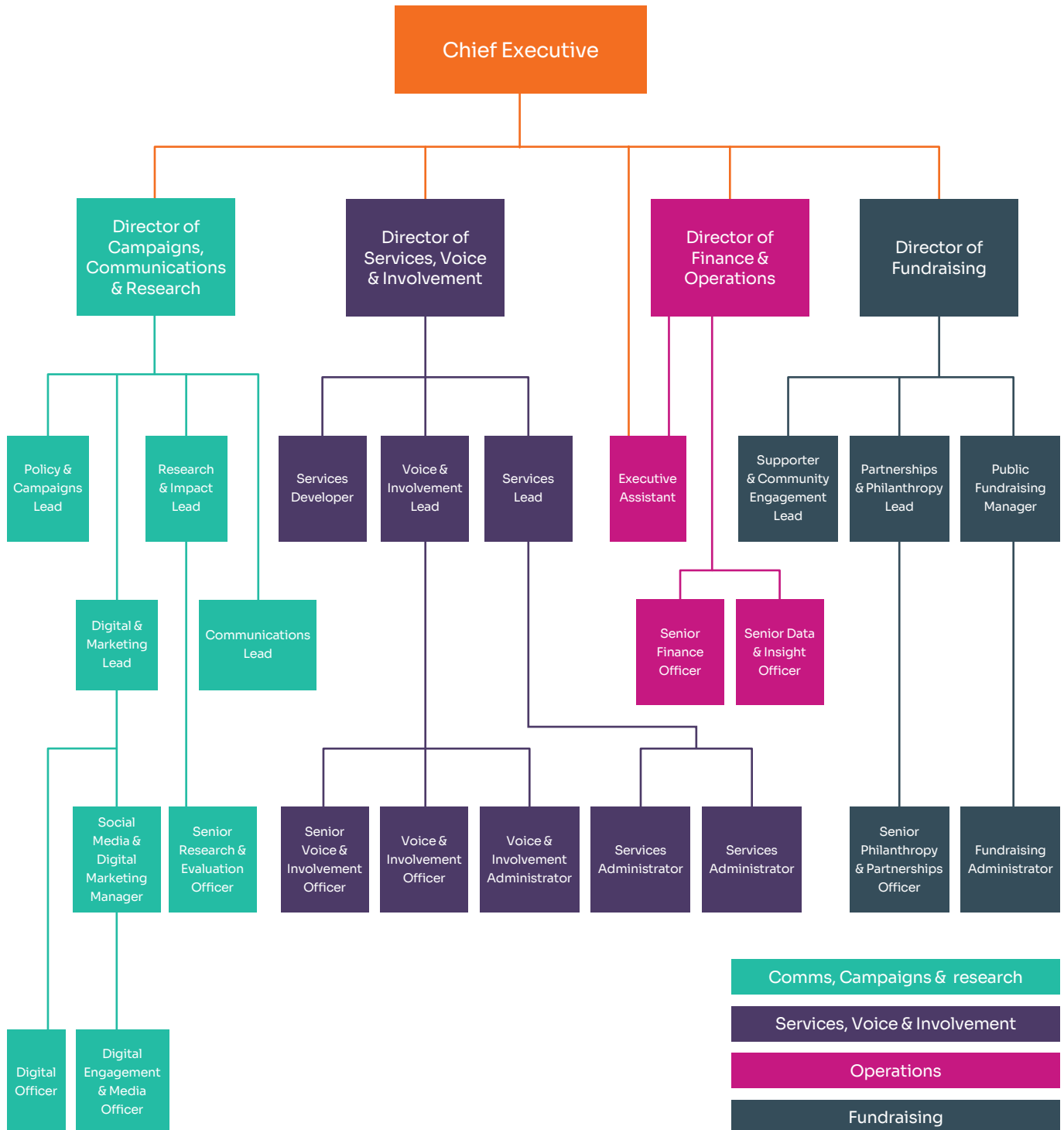
Head of Finance and Operations, Career Ready

**Nikita Shrubsole**

Policy, advocacy and youth engagement specialist



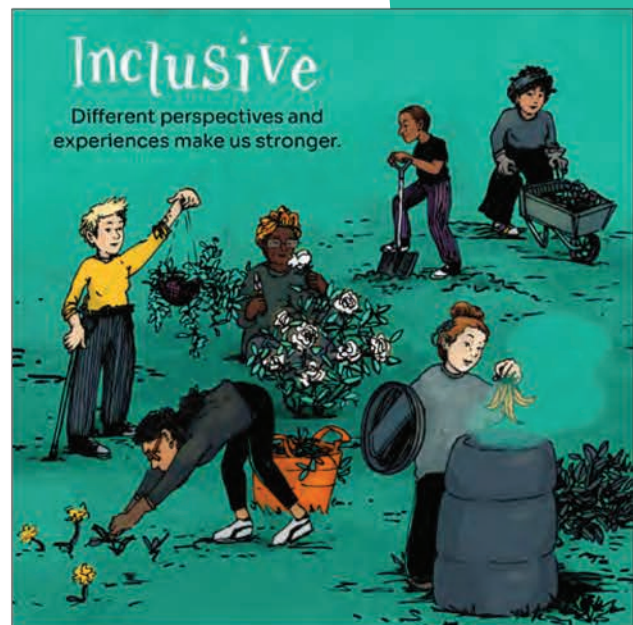
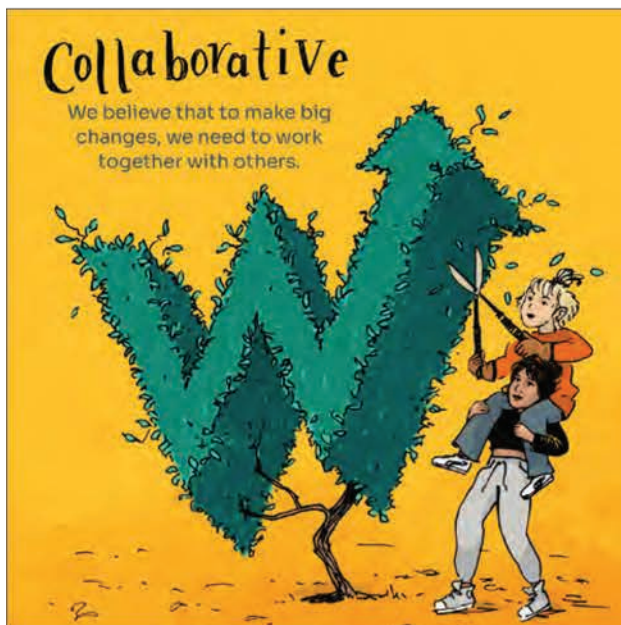
# OUR TEAM





# OUR VALUES

Illustration: Kat Williams





# EQUITY, DIVERSITY & INCLUSION

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Intersectionality is at the core of our strategy. We know that different groups of young women experience inequalities in different ways. Factors such as ethnicity, disability and socio-economic status create specific experiences of discrimination and come together to compound economic inequality for young women.

We believe that principles of equity, diversity and inclusion are central to our work, culture and our impact. We aim to embed these principles in all that we do. We have identified race equity and anti-racism as a particular priority for us.

## Young Women's Trust anti-racism vision

Young Women's Trust strives to be an anti-racist organisation. What this means for us is:

Inside our organisation:

- We will create and nurture a culture where all staff feel a sense of belonging.
- We will facilitate our staff's learning and development on anti-racism.
- We will develop and monitor progress against an EDI action plan, including tangible targets as well as outlining our broader approach to building an inclusive culture.

In our external-facing work:

- We will use our voice to speak out against racism and racist misogyny.
- We recognise that Black and racially minoritised young women face greater inequalities than white young women, and we will develop services and influencing strategies which address this.
- We recognise that the experiences of white middle-class women are too often centred in conversations on gender equality. We will seek to change this narrative and will prioritise the experiences and voices of racially minoritised young women.

We know that we have a lot of work to do and we're committed to learning and honest discussions as we make active progress towards becoming an anti-racist organisation. We ask all our staff to commit to this too.

# THE CEO'S ROLE

**We are seeking a bold, inspiring, values-led Chief Executive Officer to take the Young Women's Trust into its next chapter, building on our strong foundations to grow the organisation's impact and influence.**

You will be the leading voice for young women's economic justice, representing the organisation externally and acting as its lead ambassador and spokesperson.

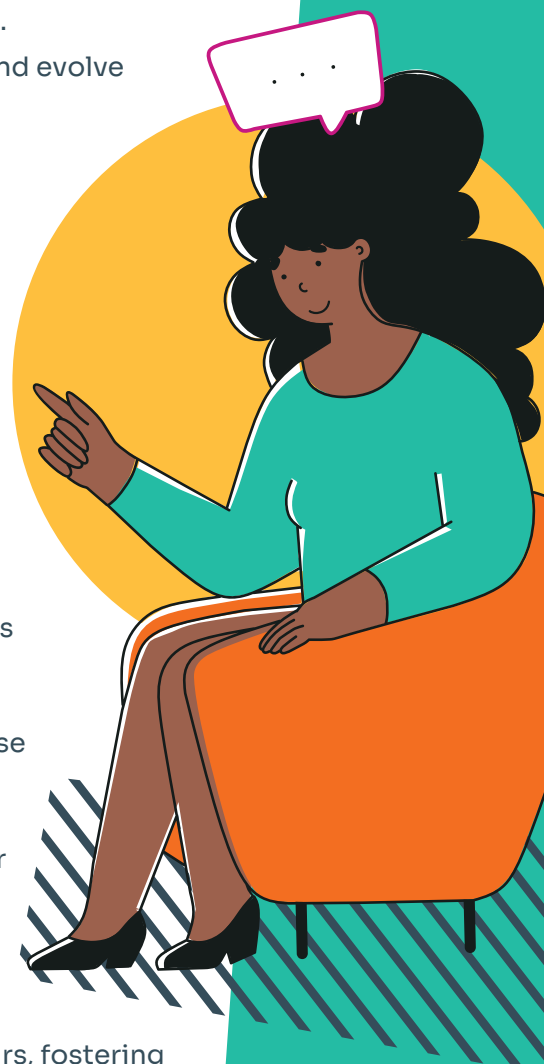
You will:

- Ensure the organisation operates effectively, delivering high-quality services, influential research and policy work, and measurable impact.
- Drive collaboration and engagement with stakeholders - including young women, funders, policymakers, and partner organisations - to achieve transformational outcomes.
- Raise the profile of Young Women's Trust, enhancing its reputation, influence, and financial sustainability through strategic fundraising and partnerships.
- Lead, inspire, and develop a high-performing senior leadership team and wider staff, ensuring a positive, inclusive, and mission-driven culture.
- Work closely with the Board of Trustees to refine, implement and evolve the organisation's strategy, ensuring long-term impact and organisational growth.

## Key Responsibilities

### Strategy and Leadership

- Lead Young Women's Trust in delivering its mission and strategy, driving forward workplace equality for young women and increases in their incomes.
- Articulate the organisation's vision, mission and values, internally and externally, demonstrating the impact of its work to increase influence and engagement.
- Deliver the current Strategic Plan to 2027/28 and in collaboration with the Board and senior leadership team, develop a future strategy that is clear, inspirational and delivers maximum impact in line with YWT's purpose.
- Continually review, assess, and evolve organisational strategy, services, research, communications and campaigns to maximise impact and influence, innovating as needed.
- Maximise young women's role in driving both strategic and operational decision-making at YWT, prioritising building their power and raising their voices
- Provide empathetic, inclusive, and values-driven leadership to the senior leadership team and wider staff, promoting diversity, inclusion, and wellbeing.
- Represent organisational values through actions and behaviours, fostering a positive culture and high-performing team.
- Oversee operational planning to ensure strategic objectives are delivered effectively and efficiently.



## Profile and Influence

- Build and maintain a network of contacts and strategic alliances across charities and think tanks, government, trade bodies, employers and funders to ensure YWT can leverage opportunities to influence.
- Proactively engage with current and potential funders.
- Working in conjunction with the Director of Communications, Campaigns and Research and alongside our young women ambassadors, campaigners and volunteers, act as a spokesperson for Young Women's Trust, representing the organisation confidently and consistently across media, policy forums, and public engagements.
- Provide thought leadership on issues affecting young women's economic justice, ensuring the charity's voice is influential and authoritative.
- Engage young women, supporters and partners in the organisation's work to strengthen involvement, commitment, and impact.
- Protect and enhance Young Women's Trust's reputation, ensuring all communications uphold the charity's credibility and integrity.

## Income Generation

- Ensure that fundraising is a cross-organisational priority, with collective ownership of and commitment to income targets.
- Act as ambassador to key donors, stakeholders, and potential partners.
- Support the Fundraising Director in developing tenders and bids, meeting targets and diversifying income streams.
- Attract new funds/ diversify income streams, being both entrepreneurial and pragmatic in approach.
- Initiate strategic partnerships and collaborations with other organisations in the sector.

## Finance and Operations

- Oversee the charity's financial sustainability, ensuring resources are used effectively and efficiently to deliver strategic objectives.
- Working closely with the Director of Finance and Operations, ensure robust financial planning, management, and reporting systems are in place.
- Ensure organisational operations are efficient, compliant and aligned with strategic priorities.
- Facilitate a culture where staff continue to feel valued and their wellbeing is fully considered.
- Ensure robust safeguarding arrangements and compliance across the organisation.

## Governance

- Ensure the organisation fulfils its legal, statutory and regulatory responsibilities.
- Advise the Board on governance standards, and meet regularly with the Chair to ensure strategic objectives are being met.
- Ensure there is effective infrastructure for staff and volunteers to deliver all their activities safely and robustly.
- Support the Board in their oversight of finances, including high quality and timely reporting.
- Effectively manage risks and opportunities, including monitoring changes to the external environment that affect charity activity.
- Support good governance and ensure the Board's skills and expertise are fully utilised.

## Person specification

### Essential

#### Skills, Knowledge and Experience

- Tack record of leadership at CEO or senior level in the charity or social purpose sector; experience of working in medium-sized charities (budget £1m+).
- Experience of developing and delivering organisational vision, strategy and objectives.
- Strong people leadership skills: able to build, support and inspire an accountable, professional, and motivated team.
- Demonstrable experience of building external relationships and high-value partnerships with donors, funders, policymakers, media, corporates, and community stakeholders.
- Experience of policy influence and advocacy, including overseeing impactful campaigns and communications strategies.
- Skilled at working with Boards of Trustees, advising on governance, and ensuring effective Board engagement.
- Sound financial management skills, including budgeting, oversight of income generation, and working closely with fundraising teams.
- Experience of leading organisations and teams through change, growth, or challenging external environments.
- Understanding of the issues facing young women and marginalised communities, and a commitment to equality, diversity, and inclusion.
- Ability to manage risk and conflict constructively, with sound judgement in politically sensitive contexts.



## Personal Attributes

- Values-driven, with personal integrity, credibility and authority.
- Passionate about women's rights and committed to social justice.
- Collaborative, inclusive, and low-ego leadership style.
- Approachable, empathetic, and able to build trust and confidence across staff, trustees, young women and partners.
- Confident and influential communicator with strong public speaking skills.
- Resilient and adaptable, comfortable navigating complexity, uncertainty and organisational change.
- Strategic thinker and creative problem-solver, balancing innovation with robust risk assessment.
- Nurturing and supportive, committed to staff development and wellbeing and the empowerment of the young women we work alongside
- Pragmatic and results-focused, able to operate at pace and balance strategic oversight with hands-on delivery.

## Desirable

- Prior experience as a CEO in a medium-sized charity (budget £1m+)
- Direct experience of income generation or fundraising.
- Experience in digital or face-to-face service delivery.
- Existing profile or network within the women's, youth, or social justice sectors.
- Experience of external communications, media engagement, or thought leadership.

## Terms and conditions of appointment

### Salary – £97,000 to £104,000

- **London/hybrid** 2-3 days per week in our office in Angel, N1 or at face to face external meetings
- **Full-time role, open to flexible working and job-share**
- **Start date from mid-February 2026 onwards**

## We offer:

- 27 days annual leave plus bank holidays – rising annually to a maximum of 30 days.
- Enhanced parental leave irrespective of length of service.
- Up to 52 weeks maternity leave – 26 weeks at normal rate of pay, 13 weeks Statutory Maternity Pay, 13 weeks unpaid.
- Up to 26 weeks new parents leave at your normal rate of pay.
- 2 annual wellbeing days.
- Employee Assistance Programme.
- Learning and development budget.
- Flexible working which is fully embedded in our working culture.

# HOW TO APPLY

We are working with Prospectus as our recruitment partners. To apply for the role, please upload your CV together with a supporting statement (of no more than 1000 words) onto the Prospectus website via the link below.

Please ensure that you have included a telephone number, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

If you wish to apply using an alternative format, please contact Prospectus on 020 7691 1920 or email: [executive.admin@prospect-us.co.uk](mailto:executive.admin@prospect-us.co.uk)

For guidance on formulating your supporting statement, please review our guide [How to Write a Cover Letter for a Charity Leadership Role](#)

If you would like to have an informal conversation about the role, please contact:

[anna.mandl@prospect-us.co.uk](mailto:anna.mandl@prospect-us.co.uk)

[jane.ray@prospect-us.co.uk](mailto:jane.ray@prospect-us.co.uk)

Applications via the Prospectus website should be made at:

<https://www.prospect-us.co.uk/job/192926>

At Prospectus we believe passionately that a truly inclusive workplace leads to increased social impact. We are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make, and that the consultants never see individual responses to the questionnaire.

## Recruitment timetable

**Application deadline** ..... 26th October

**Prospectus interviews** ..... 10th – 14th November

**SLT engagement session and meeting with young women** ..... 1st December

**First stage panel interviews** ..... 4th December

**Final stage panel interviews** ..... 9th December







**Young Women's Trust**  
**Unit 1.01 Wenlock Studios,**  
**50-52 Wharf Road, London, N1 7EU**

**info@youngwomenstrust.org**  
**youngwomenstrust.org**

 **@ywtrust**  **youngwomenstrust**  **@youngwomenstrust**

Young Women's Trust is the operating name of YWCA England & Wales.  
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