



Application Pack

Director

In this pack:

About us	p. 2
Job description	p. 4
How to apply	p. 6

Wellbeing Economy Alliance Scotland (known as WEAll Scotland) is a Scottish Charitable Organisation (SCIO), regulated by the Scottish Charity Regulator (OSCR). Scottish Charity Number SC049174



About us

Origins

[Wellbeing Economy Alliance \(WEAll\) Scotland](#), officially founded in June 2018, is a registered charity and the most established local hub of WEAll Global to date; aiming to help build a wellbeing economy in Scotland.

Across the country, the purpose of the economy and dominant model of growth is being reconsidered, with pioneering projects springing up across different sectors. The Scottish hub emerged from the energy here to accelerate system change and to transform our economy into one that serves people and communities, first and foremost, while respecting our natural environment.

With a significant number of renowned partners, WEAll Scotland aims to amplify the work already underway in order to drive change by co-creating, testing and lobbying for alternative policies, practices and models, and identifying cross-sectoral opportunities. The hub offers vital coordination and strategic direction, which are required at a national level to support Scotland to lead the way towards fundamental system change.

Impact so far

Members: WEAll Scotland has built up a substantial network of partner organisations who share our values and work alongside us, to accelerate the transition to a wellbeing economy

Knowledge and Ideas: WEAll Scotland team members and allies have shared their learning on [alternative business models](#), the urge to [get economies off growth](#), [macro-structures](#), [grassroots developments](#), [the role of youth in economic system change](#), [poverty](#), and what a [wellbeing economy would look like for Scotland](#). WEAll Scotland has received significant press coverage, including in [The Herald](#), [The Independent](#), [The National](#), [BBC Radio Scotland](#).

Policy change: WEAll Scotland has successfully advocated for the integration of wellbeing indicators into core government policies in Scotland, through involvement in a number of important areas such as the groundbreaking Care Review. WEAll Scotland was core to the



establishment of the [Wellbeing Economy Governments \(WEGo\)](#) initiative, after instigating the partnership between Scotland, Iceland and New Zealand, which was launched in 2018.

Events: WEAll Scotland has hosted two major conferences - in 2018 and 2020 - with Nicola Sturgeon addressing the second of these. In addition to these conferences, WEAll Scotland has run a number of events targeted at specific sectors of the economy. In partnership with Oxfam Scotland and Mayfield & Easthouses Development Trust (in Midlothian), WEAll Scotland ran a workshop with community organisations to define what a wellbeing economy would mean for their community; an initiative which could be potentially extended to other communities across the country.

At a business and finance level, business leaders were brought together at a roundtable event to explore the potential of shifting business paradigms; and various actors from the finance sector considered a possible collaboration for a wellbeing economy at a co-hosted dinner with Baille Gifford. We also brought together thought leaders for a dialogue about the wellbeing economy agenda in Scotland, hosted by the Moderator of the Church of Scotland. Our team and allies have contributed to numerous third party events where our insight and vision was sought.

Our funding

WEAll Scotland operated as a voluntary organisation for the first two years of its operations. This year, we were granted significant funding from Friends Provident Foundation for the flagship Allies programme, which underpins our network.

Our board and team

WEAll Scotland is a highly respected organisation with substantial influence on the adoption of the wellbeing economy agenda in Scotland. Without financial resources, WEAll has achieved this via:

- [Core Team](#) – a team of 9 part-time volunteers carrying out development, management and operational tasks
- [Board of Trustees](#) – 10 voluntary directors, providing governance and oversight



Job Description: Director

Location: Home based. Successful candidate will be based in Scotland, or willing to relocate; once pandemic restrictions lifted, role will involve travel throughout Scotland

Salary: Grade 1 (£44,246 - £48,505)

Hours: 4 days per week pro rata FTE (The board is open to exploring the potential for a 4 day week policy for the organisation, once Director in post)

Contract length: Fixed term contract until end of Nov 2022, with extension subject to further funding

Reporting to: Chair of the Board

Manages: Line management responsibilities for staff, consultants and volunteers

About the role

This role is responsible for taking WEAll Scotland to the next level - moving it from a high impact but volunteer led organisation to a high performing, professional and sustainable organisation. Your main focus in terms of delivering external impact will be through our flagship Allies programme, which aims to create a network of allies who help collectively deliver and promote the feasibility and desirability of transition to a wellbeing economy. They will collaborate in various activities to support both practice and policy changes.

WEAll Scotland has a strong external profile and you will represent the network externally with key stakeholders from business, government and civil society. You will also support key voices from within the core team and network to be heard at external events and in the media.

You will lead WEAll Scotland's development as an organisation, developing its strategy, team, fundraising and ensuring its culture and operational practices create an inclusive environment for a diverse team. One of your first priorities will be hiring the next two roles for the team: a Collaboration and Research Officer and a Communications Officer.

Key Responsibilities

1. Develop the Allies programme and oversee its delivery including leading on:
 - a. Strategic relationship management
 - b. Research and strategy
 - c. Programme development (including training and allies support programmes)

Wellbeing Economy Alliance Scotland (known as WEAll Scotland) is a Scottish Charitable Organisation (SCIO), regulated by the Scottish Charity Regulator (OSCR). Scottish Charity Number SC049174

2. Lead the external representation of WEAll Scotland and support key voices from within the core team and network to be heard at external events and in the media
3. Finalise and embed the overarching strategy and ensure all new programmes and opportunities align
4. Build out WEAll Scotland's funding portfolio, working with the Board funding lead to advance a range of fundraising bids and managing relationships with existing funders
5. Work with the Board organisational lead to develop the organisational architecture and operational policies to support the core team and wider network of stakeholders involved in WEAll Scotland, including volunteers, contractors and ambassadors
6. Recruit the next staff roles (a Collaboration and Research Officer and a Communications Officer) and manage these when in post, alongside other contractors and volunteers
7. Develop a robust diversity and inclusion strategy and ensure all key stakeholders are supported to enact this
8. Engage the team, Board and key stakeholders in developing WEAll Scotland's culture and associated working practices
9. Work with the board to build out core operational policies and procedures, working with the board
10. Work with and to the Chair of the Board to ensure a high functioning Board and key governance policies and procedures are in place and working well

Key Skills and Experience

Essential

- Deep commitment to WEAll Scotland's aims and objectives
- Excellent knowledge of new economic ideas and concepts
- Strong networks across change makers in Scotland, especially at a senior level, and the ability to influence senior stakeholders towards WEAll Scotland's agenda
- Ability to convene and mobilise a network of diverse stakeholders to collaborate and work together on systemic change of Scotland's economy
- Leadership experience in an organisation comparable to WEAll Scotland, with experience of leading impactful strategies at scale
- Experience in attracting funding from trusts, foundations and other grant-making bodies

- A proven track record of managing teams and developing staff to grow their potential
- Confident and capable communicator, both in writing and orally excellent relationship management
- Significant programme management experience, with the ability to translate strategic vision into concrete plans and deliver complex projects to challenging deadlines
- Proven understanding of diversity and inclusion work and commitment to tackling all institutional forms of oppression, bigotry and exclusion

Preferred/Optional

- Knowledge and experience of monitoring and evaluation frameworks
- Experience of working with or serving on a Board, preferably within a not-for-profit context

How to apply

To apply, please download an [application form](#), complete it and send it to jobs@scotland.weall.org before the closing date. Please send your application as a Word document or google doc (not a PDF) and please do not include any other documents with your application - they will not be read.

Closing date for applications: 09.00am, 18th January 2021

First interviews will take place on w/c 25th January 2021 with second interviews on w/c 8th February 2021

Due to the volume of applications we usually receive, we regret that we are unable to offer feedback to individual applicants who aren't selected for interview.

Equal Opportunities

We are committed to providing equal opportunities for everyone, regardless of their background. We believe this is crucial to ensuring the legitimacy and effectiveness of our work. We acknowledge that people from a number of communities are underrepresented in our team and in the wider movement of those seeking systemic economic change and the charity sector in general, and we're committed to addressing this. If you believe you would bring greater diversity to our team, we're keen to hear



from you. We are open to assisting with childcare or other duties that may prevent candidates from attending an interview.

Get in touch

If you have any questions about the role, or if you feel you could do this role well but don't have all the characteristics we're looking for, please contact WEAll Trustee Charlotte Millar on charlotte@scotland.weall.org for an informal conversation.