

# hopscotch

WOMEN'S CENTRE

## CEO

## RECRUITMENT PACK



## Welcome to the Future of Hopscotch Women's Centre

Thank you for your interest in joining Hopscotch Women's Centre as our new Chief Executive Officer. This recruitment represents a pivotal moment for our organisation—and an exceptional opportunity for a visionary leader to shape the future of women's services across London.

For over two decades, we have been a beacon for women and families facing the complex realities of racial and gender inequity. Today, we stand at the threshold of our next chapter of growth, seeking a CEO who will not only sustain our rich heritage but propel us towards becoming the defining voice for structural change in the women's sector.

### The Opportunity Before Us

London's landscape of inequality continues to evolve, presenting both unprecedented challenges and remarkable opportunities for impact. Our incoming CEO will inherit a financially stable, award-winning organisation with deep community roots and an established reputation for excellence. More importantly, you will have the platform to influence policy, pioneer innovative service models, and drive systemic change that extends far beyond Camden's boundaries.

We are at an inflection point where Hopscotch's dual strengths (our trauma-informed Women's Centre programmes and our thriving Homecare social enterprise) position us uniquely to demonstrate how values-driven organisations can achieve both social impact and financial sustainability. Our unwavering focus on women is exemplified through our pioneering work addressing Violence Against Women and Girls, where we continue to lead innovative, trauma-informed responses that transform lives and communities. The question is not whether we can grow, but how boldly and strategically we choose to expand our influence.

### What We Need from Our Next CEO

**Strategic Vision:** You will articulate and execute a compelling vision that positions Hopscotch as the pre-eminent women's organisation in London, whilst maintaining our commitment to upholding the rights of communities facing disadvantage and discrimination, across those affected by socioeconomic barriers, gender (including trans people), race and disabilities.

**Sectoral Leadership:** We seek someone who will become a recognised thought leader, shaping policy conversations, helping to define what effective women's services look like in the future.

**Innovation in Practice:** Rooted in our commitment to be trauma informed, you will champion new approaches to service delivery, exploring digital innovation, preventative interventions, and models that other organisations will seek to replicate.

**Sustainable Growth:** Building on our Homecare success, you will diversify our income streams and strengthen our attractiveness to a range of funders whilst never compromising our social mission.

**Systems Change:** You will lead our evolution from service provider to systems influencer; someone who tackles root causes of inequality rather than merely responding to symptoms.

## The Leader We Seek

We need a CEO who thrives on complexity and ambiguity, someone who can simultaneously manage a £2.5 million organisation whilst envisioning its future. You will be equally comfortable presenting to government ministers and supporting a service user through crisis, bridging the strategic and the deeply personal aspects of our work.

Your leadership style will embody the empathy and trauma-informed approach that defines Hopscotch, whilst demonstrating the commercial acumen and political sophistication required to navigate an increasingly challenging operating environment. You will be someone who sees opportunity where others see obstacles, and who can inspire our team of dedicated professionals to achieve outcomes they previously thought impossible.

## What Success Looks Like

We envision Hopscotch as the organisation that other cities look to when designing women's services. We will continue to demonstrably shift outcomes for thousands of women whilst proving that principled organisations can achieve both mission and margin.

This is not a role for someone seeking incremental improvement, it is for a leader ready to fundamentally redefine what an anchor women's organisation can achieve in 21st-century Britain.

Our Board brings diverse expertise from across sectors and lived experience, and we are committed to providing the governance support and strategic challenge that will enable transformational leadership. We seek a CEO who will engage with us as true partners in building something remarkable together.

Thank you for considering this extraordinary opportunity to shape the future of social justice in London. We look forward to meeting the leader who will help write Hopscotch's next chapter.

## Bharvi, Ria & Vidhu

### Hopscotch Women's Centre CEO Recruitment Committee



## Role Details

**Job Title:** Chief Executive Officer

**Salary:** £75,000 to £80,000 (dependent on experience)

**Reporting to:** Chair of Trustees

**Hours:** 35 hours per week

**Term:** Permanent

**Notice Period:** Three months

**Location:** Camden and home-based

### Benefits:

- Employer pension contribution
- Annual leave allowance of 33 days including bank holidays, increasing with duration in the role
- 3 days additional leave between Christmas and New Year
- 24/7 Employee Assistant Programme
- Coaching
- Flexible working patterns

## About Hopscotch Women's Centre

Hopscotch takes pride in working to support women and families facing racial and gender inequity in London. We take our trauma-informed practice seriously, both with service users and within the organisation.

## Our Dual Identity

### Women's Centre Programmes:

- VAWG (Violence Against Women and Girls) Advocacy
- Welfare Support
- Mental Wellbeing Advocacy
- Pre-Employment Support
- Award-winning Refugee Advocacy

**Homecare Social Enterprise:** We operate a successful Homecare service, commissioned by Adult Social Care at Camden Council and regulated by CQC. Our team of 85 Care Workers serve over 160 clients—a diverse range of vulnerable people in south Camden who draw on care in the home. This service generates approximately two-thirds of our income, providing crucial financial stability.

## Our Strategic Position

Hopscotch occupies a unique position within London's women's sector. Unlike single-issue organisations, we provide holistic support across multiple needs areas whilst operating a substantial social enterprise. This positions us as both service innovator and sustainable business model exemplar.

## Purpose of the Role

### **Leading with Vision and Empathy**

The CEO of Hopscotch Women's Centre will provide visionary leadership whilst maintaining the empathetic, person-centred approach that defines our organisation. This role requires someone who can inspire others toward a shared vision of systemic change whilst ensuring every individual—whether service user, team member, or partner—feels valued and heard.

### **Core Leadership Responsibilities**

**Strategic Vision and Direction:** Develop and communicate a compelling long-term vision that positions Hopscotch as a leader in addressing structural inequalities. Work in partnership with the Board of Trustees to translate this vision into achievable strategic plans that maintain our commitment to the most marginalised women whilst expanding our influence and impact.

**Empathetic Team Leadership:** Lead our passionate team of 40 with emotional intelligence and trauma-informed leadership principles. Foster a culture where lived experience is valued alongside professional expertise, where staff feel supported to deliver their best work, and where empathy guides both our internal relationships and external service delivery.

**Relationship Development:** Build and nurture strategic relationships across multiple stakeholder groups—from service users and their families to government ministers and funding partners. Represent Hopscotch with authenticity and authority, ensuring our voice is heard in policy discussions whilst maintaining the trust and respect of communities we serve.

**Governance Partnership:** Work collaboratively with our Board of Trustees to ensure robust governance structures support organisational growth and innovation. Maintain compliance with charity law, company law, and regulatory requirements including CQC standards, whilst fostering a governance culture that enables rather than constrains strategic ambition.

**Operational Excellence:** Oversee delivery of high-quality services across our Women's Centre programmes and Homecare social enterprise, ensuring outcomes consistently demonstrate our impact whilst maintaining the financial sustainability that enables our independence and growth.

The successful candidate will understand that true leadership in the women's sector requires both strategic sophistication and deep empathy—the ability to navigate complex policy environments whilst never losing sight of the individual women whose lives we're working to transform.

## Financial Strategy & Sustainability

### Current Position and Growth Vision

Hopscotch operates from a position of financial strength with annual turnover of £2.5 million across our dual operations. Our Homecare social enterprise provides crucial stability, generating approximately 60% of total income in an uncertain funding environment.

### Revenue Diversification Strategy

**Homecare Expansion:** Scale our care service whilst maintaining our values-driven approach and excellent CQC ratings.

**Training and Consultancy:** Monetise our expertise in trauma-informed practice through:

- Local authority training contracts
- NHS partnership programmes
- Consultancy on women's centre models
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**Property Development:** Optimise our Tottenham Court Road location through expanded letting of meeting spaces and co-working arrangements.

**Grant Funding:** Continue securing funding from trusts, foundations, corporate partners, and individual donors.

**Investment Strategy:** Strategic investments in digital infrastructure, staff development, research capabilities, and partnership development.

### Risk Management

Maintain financial resilience through diversified funding portfolio with no single source exceeding one-third of total income, quarterly financial forecasting, and regular benchmarking against similar organisations.

## Organisational Context and Challenges

### Current Organisational Needs

Hopscotch requires a CEO who can address several key organisational priorities:

**Strategy Development:** Build on our responsive approach to opportunities by developing strategic plans with a clear long-term vision.

**Team Leadership:** Support our dedicated team through empathetic but clear leadership, ensuring all staff feel well-led and supported as we continue to grow.

**Regulatory Compliance:** Ensure full compliance with charity law, company law, CQC regulations, and safeguarding requirements.

**Systems and Processes:** Develop operations, improve efficiency, and implement project management processes for timely service development.

## Organisational Strengths

- Financial stability with reserves and surplus budget
- Award-winning services with strong reputation
- Deep community trust and cultural competence
- Diverse, experienced team with lived experience expertise
- Established partnerships with statutory and voluntary sectors

## Person Specification

### *Essential Experience*

**Leadership in Beyond Profit or Statutory Sectors:** A track record of success as a senior leader with experience of leading organisational change and implementing sustainability practices.

**Team Management:** Experience of line managing key team members, conducting supervision and appraisals, building effective teams, and managing complex situations.

**Regulatory and Compliance Understanding:** Robust understanding of safeguarding risks and regulatory frameworks, particularly health and social care regulations (CQC experience desirable).

**Strategic Development:** Experience developing strategy and operational plans, identifying emerging trends and opportunities, and communicating strategic direction effectively.

**Fundraising and Income Generation:** Strong fundraising experience with associated funder management skills and understanding of diverse revenue streams.

### *Essential Skills and Abilities*

**Empathetic Leadership:** Natural empathy, consideration, and ability to listen without immediately responding. Solution-focused approach with ability to make decisions empathetically, effectively, and efficiently.

**Sector Knowledge:** Understanding of London's voluntary sector, women's sector challenges, and the complexity of issues facing service users experiencing poverty, racialised and gendered exclusion.

**Communication and Relationship Management:** Strong spoken and written communication skills, ability to inspire and empower people, and skill in liaising with diverse stakeholders from service users to government officials.

**Health and Social Care Understanding:** Knowledge of or strong interest in health and social care, understanding of commissioning processes, and appreciation of quality improvement requirements.

**Governance and Compliance:** Familiarity with charity law, company law, effective governance of charities and social enterprises, and commitment to anti-discriminatory practice.

**Strategic Thinking:** Politically astute with sound judgement, able to expand organisational influence through partnerships, and skilled in networking to support organisational goals.

**Digital and Innovation Awareness:** Technology-savvy approach to improving efficiency and service delivery, with understanding of how digital tools can enhance rather than replace human-centred services.

## **Personal Qualities**

- Strong, mature, confident leader who works harmoniously with trustees
- Inspirational team builder with emotional intelligence
- Flexible working style able to represent Hopscotch as needed
- Ability to apply awareness of justice and diversity to all work areas
- Open to giving and receiving constructive challenge
- Commitment to continuous professional development

## ***Desirable Additional Experience***

- Previous CEO experience in charitable or social enterprise organisations
- Direct experience of VAWG services or similar specialised support
- Health and social care commissioning knowledge
- Board or trustee experience
- Languages relevant to Camden's diverse communities

## What We Offer

### Professional Development

- Comprehensive coaching programme
- Access to sector networks and training opportunities
- Support for continuing professional development
- Mentorship from experienced Board members

### Working Environment

- Modern offices in central London (top of Tottenham Court Road)
- Flexible working arrangements balancing office presence with remote working
- Collaborative, empathetic organisational culture
- Dynamic team committed to social justice

### Career Opportunity

- Platform for significant policy influence at local, regional, and national levels
- Opportunity to shape the future of women's services across London
- Chance to build sustainable, replicable models for sector-wide impact
- Access to diverse funding and partnership opportunities

## Justice, Equity, Diversity and Inclusion

Hopscotch Women's Centre is an equal opportunities employer committed to reflecting the diverse communities we serve. Applications from groups currently underrepresented in the charity sector and those of global majority backgrounds are encouraged and warmly welcomed.

Please inform us of any access needs that may present barriers to your application so we can discuss reasonable adjustments for recruitment materials, application formats, or interview arrangements.

## Why Choose Hopscotch?

This role offers the rare opportunity to lead an organisation that combines deep community roots with significant growth potential. You will inherit a financially stable platform whilst having the freedom to shape our strategic direction and expand our influence.

Hopscotch provides the perfect combination of established excellence and transformational possibility—a chance to build on two decades of trusted service whilst creating the blueprint for women's organisations of the future.

Join us in writing the next chapter of social justice in London.



## Application Process & Schedule

Anderson Quigley is acting as employment agency advisor to Hopscotch Women's Centre on this appointment.

**Apply through:** <https://andersonquigley.com/job/aq3355/>

### Applications should consist of:

- A full CV
- A letter of application (maximum two pages) outlining your motivation for applying and how you meet the Person Specification
- Details of two referees (we will not approach without your consent)
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**For informal conversation:** Contact Helene Usherwood, Senior Partner at Anderson Quigley on [helene.usherwood@andersonquigley.com](mailto:helene.usherwood@andersonquigley.com) or +44(0)7719 322 669 or Aino Betts, Consultant on [aino.betts@andersonquigley.com](mailto:aino.betts@andersonquigley.com) or +44(0)7743 934 723.

**Closing date:** Friday 17 October 2025

## Schedule

- **Closing date for application:** Friday 17 October
- **Longlisting:** By 29 October
- **Preliminary Interviews (via Teams):** 31 October - 7 November
- **Shortlisting:** By 14 November
- **Meeting with outgoing CEO (via Teams):** W/C 17 November
- **Stakeholder Panels (via Teams):** W/C 17 November
- **Final Panel Interviews (in person):** Tuesday 25 November