

Non-Executive Director Application Pack





Contents

Welcome from the Chair	3
About 38 Degrees	4
Recent Campaign Highlights	5
About the Role	8
Our Commitment to Anti-Oppression, Diversity & Inclusion	9
Person Specification	10
Time Commitment & How to Apply	11



Welcome from the Chair

Thank you very much for your interest in becoming a Non-Executive Director at 38 Degrees. This is an exciting time to join our board as we are rolling out our new strategy overseen by our recently appointed CEO, Matthew McGregor.

The need for 38 Degrees is greater than it has ever been. Party politics in the UK could be described as broken and there does not appear to be anyone speaking for our mission of uniting people across party lines, class, race, or regions of the UK with a positive and compelling story of what our country can look like rooted in shared values, lives and priorities.

We hope to find Non-Executive Directors willing to challenge not just where the country is heading but also our approach to making a positive impact. We work better as a Board if our members leverage their varied viewpoints and experiences as we attempt to grow our supporter base beyond 2 million people.

This is an opportunity to shape our future, working with a highly motivated and engaged team. If you share our commitment to “our values of fairness, respect for one another, and sustainability” and believe you have the experience and qualities we are searching for, we look forward to hearing from you.

Richard Lackmann
Chair of 38Degrees



What is 38 Degrees?

38 Degrees is one of the UK's biggest campaigning organisations, with a community of over 2 million supporters. We share a desire for a fairer, more respectful and more sustainable society and work together to decide which issues we campaign on and the actions we will take to help us achieve that. Over the past year we have refined our strategic direction to reflect the type of country our supporters want to see.

Anyone can be a 38 Degrees supporter - it's free and you can join just by signing a petition or taking another action. We're united by a set of shared values; to defend fairness, protect rights, promote peace, preserve the planet and deepen democracy.

An unusual but core characteristic of 38 Degrees is the extent to which we are supporter driven in our decision making. We think this is a wonderful and powerful principle. It has been key to our success as an inclusive, mainstream organisation which brings millions of people together. Many of our most famous victories wouldn't have happened without this approach.

We have an annual turnover of around £5.0 million and 35 staff members and are recruiting to support our updated strategic direction. Our staff are

mainly based in London and Edinburgh but our new hybrid approach to work enables our team to work nationwide across the UK. The organisation is led on a day-to-day basis by the Chief Executive Officer ("CEO"), in close collaboration with the Senior Leadership Team ("SLT"). The CEO and SLT are responsible for day-to-day decisions about supporter involvement and consultation, campaign selection and strategy, staffing and budgeting.

The Board is responsible for setting the organisational strategy with the CEO and SLT as well as monitoring our performance against agreed operational plans and budgets. We are a not-for-profit company limited by guarantee.

38 Degrees is fiercely independent. We don't take donations from political parties, or big donors. We run on hundreds of thousands of small donations from the public. This independence means we never have to hold ourselves back from taking on those with power. We move fast and frequently adapt plans in response to rapidly changing events.

38 Degrees is the angle at which an avalanche happens. Join 38 Degrees and be part of the avalanche for change.

Recent Campaign Highlights

Our campaigns are why we exist. Everything we do is focused on enabling or running campaigns with our supporters. Because we are supporter-driven, our campaigns can be on almost anything. In deciding what to campaign on, our team are guided by supporters, by our strategic direction, and by a determination that our campaigns have an anti-oppression impact.

Some highlights from our campaigns in 2022:



Ukraine

When Russia launched its invasion of Ukraine, we pivoted our work to focus on supporting efforts to hold Russia to account and prepare for an influx of refugees. Our efforts ranged from pushing to move the Champions League final away from St. Petersburg, to a demand that visa requirements be waived for Ukrainians, to pressing the Treasury to release funds to local government so they could prepare to welcome refugees. Our work was underpinned by a partnership with the Refugee Council, who guided our efforts and supported our campaigning. 38 Degrees supporters donated £66,731 to the Refugee Council's emergency appeal, and a grant was made by 38 Degrees to Black Women for Black Lives (BW4BL), to support the urgent evacuation of Black people stranded by the conflict in Ukraine.

Energy Bills

When the cost of living crisis started to brew in Autumn of last year 38 Degrees began reaching out to our community of supporters to hear their stories, and understand where the pressure was being felt most. We heard the overwhelming message that energy bills were already too high and with prices set to rise even further, we sprung into action. Launching "Send it to Rishi" we took over billboards around the country, asking people to start posting their energy bills to the Chancellor, to give him a real sense of the spiralling costs facing families across the UK. We asked our supporters for their stories to emphasise the very real impact the cost of living crisis was having - splashing those stories across newspapers, and on national television, we helped paint the picture of a country facing a crisis. We alerted tens of thousands of people to Ofgem's consultation on their rising price cap - and helped them to make their voices heard, and we continue to push the Chancellor to introduce a popular and much needed windfall tax to help families immediately and to fund longer term green measures that can help insulate our homes.



People-powered support for bees

Got your attention with that heading? At 38 Degrees, we want to run hard-edged and hard-hitting campaigns aimed at decision makers. We also want to give supporters tangible ways in which they can act locally - as locally as their own gardens. A few years ago we ran a campaign to persuade supporters to plant seeds to grow bee-friendly plants, as part of our work to counter the colony collapse syndrome issue. It was so successful that we now run it before every Spring, with thousands and thousands of people joining in.





Partygate

Like most of the country 38 Degrees supporters have been outraged by law breaking in Downing Street during lockdown. We have sought to put our supporters' anger and upset at the heart of our campaigning on this issue. For example, earlier in the year when MPs inside the Conservative Party were debating whether or not to trigger a vote of no confidence in the Prime Minister on the back of the scandal, we mobilised more than 4,000 people to send a handwritten personal letter of no confidence to the chair of the 1922 committee highlighting their sacrifices during lockdown in contrast to the rule breaking in No10. Hundreds of thousands of supporters have signed petitions or emailed their MPs, and spoken out online on the issue, garnering support online and in the media. We have mobilised supporters over time, and around specific moments, such as the vote on referring the prime minister to the parliamentary privileges committee. Our work on this issue has been underpinned by in-depth tracking polling highlighting collapsing levels of trust in the government all of which sparked widespread media coverage.



Defending public service broadcasting

38 Degrees supporters are very passionate about public service broadcasting, and consistently join, in big numbers, campaigns to defend the BBC from government attacks, and now Channel 4 from privatisation. This year alone, thousands of supporters have taken part in a poster campaign to promote the values of the BBC, and more than 40,000 took part in the government's own consultation on the future of Channel 4. (Nadine Dorries attacked us by name after more than two-thirds of the submissions came from 38 Degrees supporters - who wrote in their own words about why they opposed the privatisation)

At all times, we seek to use our campaigns to have impact. We can do this because of the huge community of supporters which has been built through low barrier digital actions. We run people-powered campaigns because we believe this is the best way to make change. But we also run campaigns in this way because we believe it is the best way to do politics. We want to involve people as a good in itself.



About the Role

38 Degrees' Board is responsible for supporting and holding to account the CEO and Senior Leadership Team. This includes ensuring appropriate governance of the organisation, overseeing overall strategy, managing strategic risk, monitoring financial performance and interrogating the big strategic choices and high-level decisions about the running of 38 Degrees.

Alongside the community of supporters and the staff team, the Board also acts as guardian of 38 Degrees' mission and values. Each board member

needs to embrace and uphold the supporter-driven approach. That means being able to put aside their personal political beliefs, constantly maintaining their understanding of our supporters and holding the SLT to account for their approach to supporter involvement.

38 Degrees has a passionate and committed Board. We are looking for new board members to add further depth to the governance of this important organisation.

We have three vacancies for Non-Executive Directors on the Board

We want to strengthen the overall mix of skills across the Board, to add to the deep experience and knowledge of the existing board members. We will therefore be considering what candidates bring both individually and collectively with other candidates.

Our Commitment to Anti-Oppression, Diversity and Inclusion

We are an inclusive, mainstream organisation which brings together millions of UK citizens from a variety of different political perspectives. We want this diversity of perspective to be reflected on our Board - as well as a commitment to work towards anti-oppression.

We welcome applications from anyone regardless of their age, experience, disability, ethnicity, heritage, sexual orientation, gender, gender-identity, location, socio-economic background and political preferences.

38 Degrees is deeply committed to inclusive working practices, so during the application process we commit to:

- Paying for childcare whilst you're at 38 Degrees' interviews.
- Paying for your travel costs to the office and back – and for overnight accommodation if you're travelling from a long distance for an interview although at present the majority of interviews are held online using zoom.
- Making any reasonable adjustments - for example ensuring we have BSL interpreters organised in advance if you'd like them.
- Providing this document in a Word document format readily available to download.
- Offering a guaranteed first stage interview for disabled candidates who meet the minimum requirements for the role.

If there is anything else you're concerned about or think we could provide, please let us know.



Person Specification

All board members should bring the following essential skills and values to the role.

Skills

- Able to operate at a strategic level and take high-level decisions about the future of the organisation
- Able to evaluate and manage strategic risk
- Able to display a commitment to inclusion and diversity
- Excellent communication skills and an ability to persuade and influence to promote the interests of 38 Degrees
- Good listening skills and an openness to other views and feedback on your contribution
- Able to think differently, come up with new ideas and challenge existing thinking

Values & Ways of Working

- Commitment to 38 Degrees' mission, values, culture and supporter-driven ethos
- Commitment to bringing high standards of ethics and transparency to 38 Degrees' governance
- Willing and able to work as part of the governance team and in collaboration with the SLT
- Assist the SLT in building networks of organisations and individuals who can help further the organisation's mission
- Be accountable to 38 Degrees' supporters and stakeholders for the work and impact

Personal Qualities

- Strategic and ambitious
- An ability to differentiate between personal and professional views
- Calm, balanced and resilient
- High emotional intelligence with the ability to manage conflict
- Personable and approachable – high integrity, low ego

The following are desirable, but not essential for all new board members:

- Political insight, for example from working in a policy, election, or political context
- Previous Board experience

In particular, we are looking for board members who can bring the following areas of specialism to the Board:

Making political impact

- Have an understanding and experience working in environments where the goal is to make political impact, such as Public Affairs to influence public policy, election campaigning, political advertising, or lobbying
- Experience building and maintaining a strong organisational reputation with stakeholders
- Knowledge of finding common ground with politicians, civil servants, think tanks, business groups, social change organisations, unions and the media.

Engaging with Corporations on Social Responsibility

- Have a background in pressuring or persuading corporations to adopt enhanced approaches to corporate social responsibility
- Experience - from inside corporations or from outside bodies - to understand how decision making is run, and how 38 Degrees could influence decisions
- A good understanding of where impact can be realistically made so we are ambitious in our campaigning, but rooted in actually making change

Time Commitment

In order to deliver your role as a board member accordingly, you will need to dedicate time for the following activities. We are looking for a minimum time commitment of 5 – 6 days a year:

- Quarterly Board meetings
- Board meeting preparation and follow-ups
- Supporting the Chief Executive and Senior Leadership Team
- Sub-committee and working group meetings (you may wish to join one of 38 Degrees' committees subject to discussions with the Chair)
- Other relevant activities as required

Additional Information

Remuneration

This position is unremunerated, however, reasonable expenses will be covered such as transportation to Board meetings. Where needed 38 Degrees will provide training beyond our standard Board induction to board members to build their skills.

Role as an Ambassador

Board members are expected to be good ambassadors for 38 Degrees. Their behaviour at all times should enhance and protect the reputation of 38 Degrees. Board members should take every opportunity to champion 38 Degrees and support its activities.

The members of the board have been chosen for their wide range of experience in campaigns, the voluntary sector, politics and business. All board members are required to be transparent with any other interests they are involved with in accordance with our policy for managing potential conflicts of interest.

Closing Date:

30 June 2022: Midnight GMT

Timeline

Interviews are planned the week commencing 11 July 2022 - if this timing does not suit you please inform us in your cover letter.

If you have any questions

If you want to have an informal conversation about the role before making an application, please contact Richard Lackmann on ralackmann@yahoo.co.uk

How to Apply

If you wish to apply for this position, please send the following:

- A CV setting out your career history, with responsibilities and achievements as relevant
- A covering letter (maximum two sides) in response to the questions below:
 - » Why are you interested in joining the Board of 38 Degrees?
 - » How can you add value and/or a new perspective to the Board?
 - » What do you think is 38 Degrees' biggest challenge in achieving its goal of using campaigning to make the country a fairer, more respectful and sustainable place?
- Please provide details of two professional referees together with a brief statement of their relationship to you and over what period of time they have known you
 - » Referees will not be contacted without your prior consent
- [Equal Opportunities Monitoring Form](#) - please download and complete the form and send it to us with your application - your application will be stored separately from your form

Please send your application to recruitment@38degrees.org.uk