



Escape2Make Chief Executive Officer (CEO)

Freelance Contract

Key Information

Role: Chief Executive Officer (CEO) – Freelance Contract*

Reports to: Chair of the Board of Trustees

Responsible for: Centre Manager, Production Executive

Rate of pay: £35,000-£40,000 per annum, on a pro rata basis

Contract Start/end date: 1 year from 2nd September 2024 – covering 250 working days. It may be possible to offer this role on a part-time (minimum 0.75 FTE) basis – this should be outlined in your application if it is preferred.

Working hours/location: Typically, Monday-Friday, 9am-5pm: due to the nature of working with young people some evening and weekend work is to be expected. Work location expected to be in the E2M Space, Lancaster, with some home working when required.

Type of contract: Freelance contract*

*NOTE: There may be the opportunity for this role to develop into employee capacity and continue beyond this initial contract – transitioning the E2M core team from freelance contracts to employees is a task the CEO will be expected to lead on. This is subject to confirmation from E2M's Board.

Overview of Escape2Make

Escape2Make work with young people (11-18) and businesses (including artists, artisans and creatives) in Lancaster and Morecambe to create inclusive, safe, welcoming, and free, workshops that build communication, life and social skills, promote entrepreneurship, and provide insight into future careers. We also achieve lasting benefit through opportunities for young people to apply this learning and work together to create events (e.g. festivals) that celebrate their talents, build connections with the wider community, and further develop their skills.

Currently Escape2Make run four regular (fortnightly) activities for young people: Press Club, Film Club, Craft Club and Bicycle Repair. A Youth Board, consisting of 12 young people, meet monthly to help guide the organisation. Escape2Make also run 1-2 large-scale projects per year: in March 2023 105 young people took part in 53 workshops leading to a Cabaret event; in December 2023 124 young people took part in 54 workshops leading to a Heritage Market Festival in partnership with Lancaster City Museums; and we are planning a Green Festival for Summer 2024, with 55 workshops leading to an event in Morecambe's West End Gardens on Saturday 24th August 2024.

Find out more about Escape2Make at <https://escape2make.org/>

Learn about our impact and download our Pitch Deck here: <https://escape2make.org/our-impact/>

Strategic Plan

In 2024, Escape2Make will establish a dedicated space for young people in Lancaster. This will be a home for our activity and will allow us to provide a more informal, drop-in 'Escape' offer for young people. It will be a safe, creative, inclusive space for 11-18-year-olds from the Lancaster and Morecambe area to access without needing to pay. It will also house an E2M office, storage of E2M's equipment, and the potential to be rented by partner organisations when not being used for E2M activity (i.e. before 3pm on weekdays and on Sundays). The E2M Space will test E2M's concept for a new kind of creative, city centre, youth space, which we have plans to scale in the future.

Read about our plans to establish an E2M Space here: <https://escape2make.org/blog/building-futures-national-lottery/>

Establishing a first space in Lancaster in 2024, with a plan to move to a larger, more bespoke space in 2027/28, will increase our reach with local young people and our ability to impact their lives through a range of activities. We expect 300 young people to use our space in the first year, with an additional 100 per year from 2025-28 as we grow our offer and reputation.

Our work expanding beyond Lancaster and Morecambe will increase this target number. By 2028 we aim to have conducted a first pilot, reaching an additional 300 young people in a new area, and have 2-3 further pilots under development.

The CEO will lead E2M in successfully delivering this strategic plan, developing our work in four key areas:

1) ACTIVITY

- a. Expand our activity offer to be able to engage more 11-18s in free creative workshops, clubs, projects and leadership opportunities;
- b. Develop an informal activity offer related to an E2M-run space for young people to drop in and have a safe space to escape pressures of school and home life;
- c. Develop an outreach strategy to better engage young people experiencing inequalities who face barriers to attending our activities.

2) BUILDING

- a. Take on short-term occupancy of a 'First Home' space in Lancaster, to test our offer in a dedicated site, supporting young people who use it to take 'ownership' of how it is designed and used;
- b. Develop plans for a more bespoke 'Second Home' and 'Forever Home', co-designed with young people, to be inspiring spaces that attract and have capacity for 1,200 11-18-year-olds to access regularly;
- c. Create a financial model for the E2M space that promotes a cyclical economy, ensuring financial sustainability of the organization and building.

3) SCALING AND REPLICATING

- a. Develop a plan and financial model for how to expand to new areas where there is a need for the benefits E2M provides for young people and the community;

- b. Create an organizational Playbook and training programme to support clear and effective replication of E2M in new areas;
 - c. Develop partnerships with key stakeholders in areas identified as potential sites for expansion and launch pilot projects to test effectiveness of expansion strategy.
- 4) ORGANISATION
- a. Develop and apply a mixed fundraising model to diversify income streams and make E2M more robust and sustainable, supporting expansion in Lancaster and Morecambe and to new areas;
 - b. Grow team and move core team from freelance to permanent contracts to support expansion, ensuring delivery model is well-managed;
 - c. Ensure organisational policies and governance are updated and developed to support the organisation to grow.

Role Schedule

Escape2Make (E2M) is seeking a dynamic and visionary CEO to lead the organisation into its next growth phase. The CEO will ensure seamless integration of our programs and strategic initiatives. This role involves managing a diverse team, developing partnerships, aligning our brand and marketing efforts, and maintaining strong connections between our Youth Board and trustees.

Key Responsibilities

- 1) Strategic Leadership:
 - Develop and implement E2M's strategic vision using the Business Plan as a roadmap.
 - Lead high-level stakeholder engagement, formalising partnerships and collaborative projects.
 - Oversee financial and fundraising strategies.
 - Reports to the Chair of the Board of Trustees to ensure we meet our charitable objectives
- 2) Operational Management:
 - Ensure cohesive decision-making through regular team meetings.
 - Oversee operational activities aligning with E2M's mission and vision.
 - Facilitate Youth Board sessions and manage collaborative projects.
 - Oversee organisational policies and procedures, working closely with the Organisational working group of trustees.
- 3) Team Development:
 - Lead and manage a diverse team, fostering a collaborative environment.
 - Direct management of core roles: Production Executive and Centre Manager.
 - Lead recruitment efforts, team development and alignment with strategic focus.
 - Manage transition from freelance to employed status for core team roles.
- 4) Building:

- Take on short-term occupancy of a 'Test' E2M space in Lancaster, supporting young people in designing and using the space, delivering our National Lottery Reaching Communities-funded project.
- Develop plans for a larger, bespoke, second E2M Space (estimated 2027-28), building on the learning from the first E2M Space, co-designed with young people, to increase capacity and impact.
- Develop plans for a permanent E2M Building, drawing on plans already being developed between local young people and architects, to establish a unique, ambitious, creative space for young people in Lancaster. For more details about current plans, see: <https://escape2make.org/youth-charity-reveal-plans-for-a-youth-designed-building>

5) Scaling:

- Lead initial efforts to develop robust plan for scaling E2M to new areas around the UK.
- Create a plan and financial model for expanding to new areas in need of E2M's benefits.
- Develop partnerships and pilot projects to test the expansion strategy.

6) Marketing and Communication:

- Align E2M brand, website, PR, marketing, and social media efforts with the strategic vision.
- Represent E2M at key networks and events.
- Alongside E2M's Founder, connect with regional and national conversations about youth, cultural and education policy, advocating for our work and influencing policymakers and sector bodies.

7) Key Team Collaborations

Founder:

- Develop and manage relationships with stakeholders and donors.
- Draft and manage MoUs and collaborative projects.

COO:

- Collaborate on funding bids, strategic initiatives, and project evaluation.

Production Executive:

- Oversee project management, ongoing groups, and general administration.

Centre Manager:

- Ensure smooth operation of the new E2M space and related activities.

8) Meetings

- Weekly core team meetings.
- Weekly meetings with Chair and Founder.

- Regular meetings with the COO and key team members.
- Monthly in-person Youth Board meetings.
- Arrange agendas for quarterly Board meetings.
- Attend trustee/advisor working groups as needed.
- Attend relevant network meetings with local and regional partners.

This is a key management role in a small, dynamic team, and it is to be expected that other tasks will need to be taken on to support the work done across the organisation where appropriate. The CEO will work closely with the E2M Board to ensure all tasks are manageable within their contracted time.

Role Requirements

We would expect candidates to evidence the following skills, knowledge and experience:

Essential Skills and Experience:

- **Leadership and Management:** Proven ability to inspire and manage a diverse team.
- **Strategic Planning:** Experience in developing and executing strategic plans.
- **Financial Acumen:** Understanding of financial management and fundraising.
- **Fundraising Strategy:** Proven track record of developing and implementing successful fundraising strategies.
- **Stakeholder Engagement:** Ability to build and maintain diverse stakeholder relationships.
- **Communication:** Exceptional verbal and written communication skills.
- **Decision-Making:** Strong decision-making and problem-solving skills.
- **Project Management:** Ability to oversee projects from conception to completion.
- **Operational Oversight:** Experience in managing day-to-day operations.
- **IT and Technical Skills:** Proficiency in IT systems (Microsoft Office tools and systems, CRM systems, Canva or similar design tools, Xero or similar accounting tools, WordPress).
- **Commitment to Mission:** Deep commitment to E2M's vision, mission and values.
- **Commitment to Equality, Diversity, and Inclusion.**
- **Change Management:** Experience in leading an organisation through periods of growth and change.
- **Monitoring and Evaluation:** Ability to design and oversee processes for monitoring and evaluating program effectiveness.
- **Risk Management:** Proficiency in identifying and managing organisational risks.

Desirable Knowledge and Experience:

- Experience working with young people or in the creative sector.
- Leadership experience in scaling or replicating charitable or non-profit programs.
- Experience in multi-site financial planning and budgeting.

- Fundraising experience, through leading large-scale grant applications and/or corporate/community fundraising.
- Knowledge of the Lancaster and Morecambe district, particularly in relation to young people.
- Experience working with or within a board of trustees, ensuring good governance practices.
- Experience in managing public relations and media interactions.
- Experience in community outreach and engagement, particularly with youth-focused initiatives.
- Experience in advocacy and influencing policy, especially related to youth services.

How to apply

Please email a CV and covering letter, outlining how you meet the role requirements outlined above to j.natusch@escape2make.org

Please include details of two referees.

Deadline: Monday 1st July 2024, 9am

If you are shortlisted for the role, you will be invited to an interview on Monday 8th or Tuesday 9th July. These will be conducted in person, in Lancaster, or online if required, and is likely to last 45 minutes – 1 hour. The interview will be an opportunity for you to ask questions about the role and have a structured conversation around how your experiences match the role schedule and requirements outlined above. A second interview, involving a member of E2M's Youth Board, may also be required, later the same week.

If you would like an informal conversation about the role or the application process please contact Jenny Natusch, j.natusch@escape2make.org

At E2M we work with young people aged 11-18, but through our work we may also meet younger children and vulnerable adults. E2M is committed to the wellbeing and safety of all children, young people and vulnerable adults who are under the organisation's care. It is the duty of all adults at the organisation (trustees, freelancers and facilitators, and volunteers) to safeguard the welfare of children and vulnerable adults by creating an environment that protects them from harm, ensuring policy and best practice guidelines are followed, including compliance with statutory requirements.

The successful candidate will be subject to an enhanced DBS check and satisfactory references.

Escape2Make is committed to promoting equal opportunities in employment. You and any job applicants will receive equal treatment regardless of age, disability, gender, sex or sexual orientation, marital or civil partner status, pregnancy or maternity, race, nationality, religion or belief. We recognise that many groups are underrepresented in the cultural and charity sectors and particularly welcome applications from people from ethnic minority backgrounds, who have a disability, or who are part of the LGBTQ+ community.

If you have any accessibility needs regarding this application process, such as requiring an audio description of the role, or needing to submit your application in an audio/video format, please get in touch to discuss this.