

Managing Director Recruitment Pack



Managing Director – recruitment pack VCF

Dear Candidate

Thank you for your interest in the role of Managing Director at Vauxhall City Farm.

This is a thrilling time to join us as we prepare for our 50th Anniversary in 2026, and we would love for you to be part of this milestone.

Vauxhall City Farm is one of the oldest and most centrally located city farms in London. However, we offer much more than just a farm experience. We are a sanctuary in the heart of the city, providing life-changing opportunities for individuals in some of London's most disadvantaged boroughs, while also offering a beautiful and safe green space for everyone.

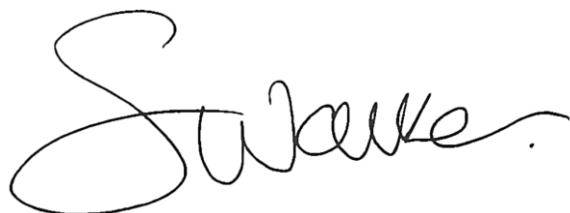
Every year, we welcome over 60,000 visitors to our farm, including 7,000 children and young people from local schools and colleges who participate in workshops and activities, and over 50,000 members of the wider community who engage with our mobile farm, training, development programmes, and outreach initiatives.

As our new Managing Director, you will lead a small but passionate team of staff and volunteers. This role requires a balance of strategic leadership, commercial acumen, and community engagement to ensure the long-term sustainability and growth of the farm. The postholder will drive innovation, foster collaboration, and champion our mission while possessing a willingness to roll up your sleeves and muck out the goats!

Vauxhall City Farm encourages applications from people of all backgrounds.

Do take a look at our website <https://www.vauxhallcityfarm.org/> and feel free to reach out to me via [LinkedIn](#) if you have any questions.

I look forward to hearing from you.



Glen Walker
Chair – Vauxhall City Farm

Role Title: Managing Director
Location: Vauxhall, South London
Hours: Four days per week (28 hours per week)
Salary: Circa £50,000 per annum

The Role

Vauxhall City Farm is seeking a dynamic and visionary Managing Director to lead our dedicated team of staff and volunteers. This role requires a balance of strategic leadership, commercial acumen, and community engagement to ensure the long-term sustainability and growth of the farm. The Managing Director will drive innovation, foster collaboration, and champion our mission while maintaining a hands-on approach to daily operations.

With a proud history spanning over four decades, Vauxhall City Farm has been a cherished green space in the heart of London, providing communities with vital access to nature, education, and animal care. Looking to the future, we are committed to strengthening our financial resilience, expanding our outreach, and enhancing the visitor and volunteer experience.

You will be passionate about the role our farm can play in education, wellbeing, and community cohesion. Your leadership will provide the vision and inspiration to motivate staff, trustees, volunteers, and a wide range of stakeholders. You will have experience in building successful partnerships and securing income through fundraising, grants, and commercial ventures, ensuring the Farm remains a thriving and sustainable community asset.

You will have overall responsibility for all staff and volunteers, providing a positive and collaborative work environment.

We are looking for an inspiring and hands-on leader who can balance strategic vision with practical decision-making. You will be accountable for all elements of a complex organisation, where the safety and wellbeing of our community, visitors and animals remain at the heart of everything we do.

Key responsibilities

Leadership & strategy

- Provide inspirational leadership to staff and volunteers, ensuring a positive, values-based and inclusive working culture.
- Develop and implement a clear strategic plan, aligning with the farm's vision and long-term sustainability.
- Work closely with the Board of Trustees to shape and execute the organisation's goals.
- Represent Vauxhall City Farm externally, building positive relationships with key stakeholders, funders, and partners.
- Foster a strong sense of teamwork across all levels of the organisation, ensuring effective communication and joint working across all teams.

Financial & commercial management

- Oversee the financial health of the organisation, ensuring effective budgeting, forecasting, and resource management.
- Drive revenue generation through innovative commercial activities, partnerships, and enterprise initiatives.
- Identify and pursue new funding opportunities, including grants, sponsorships, and philanthropic support.

Operational management

- Ensure the smooth running of the farm's daily operations, maintaining high standards of animal welfare, visitor experience, and community engagement.
- Oversee health and safety compliance, safeguarding, and risk management.
- Support and empower the team in delivering outstanding programmes and services to the local community and beyond.

Fundraising & business development

- Lead on fundraising strategies, working collaboratively with the team to develop successful funding bids and income-generation projects.
- Build strong relationships with donors, corporate partners, and funding bodies to enhance financial sustainability.

Community & Stakeholder Engagement

- Act as an ambassador for Vauxhall City Farm, strengthening relationships within the local community and beyond.
- Ensure the farm remains a welcoming, inclusive, and accessible space for all visitors, particularly those from disadvantaged backgrounds.
- Work with local authorities, educational institutions, and businesses to expand outreach and impact.

Governance & Board engagement

- Ensure effective governance by working closely with the Board of Trustees, providing accurate and timely reporting on financial, operational, and strategic matters.
- Support the Board in fulfilling its legal and regulatory responsibilities, ensuring compliance with charity governance best practices.
- Facilitate productive Board meetings by preparing reports, contributing strategic insights, and ensuring informed decision-making.
- Develop and maintain strong relationships with trustees, ensuring alignment between operational activities and governance oversight.
- Promote a culture of shared accountability and open dialogue between the Board and the leadership team.

Other responsibilities

- Undertake any other duties required which are consistent with the responsibility of the post including acting as the 'Out of Hours' emergency contact for services operational at those times.

Person Specification

Essential

- Proven leadership experience at a senior level, ideally within a charity, social enterprise, or community-focused organisation.
- Strong financial acumen, with experience in budget management and income generation.
- Experience working with a Board of Trustees, including governance, reporting, and compliance responsibilities.
- Strategic thinker with the ability to translate vision into actionable plans.
- Excellent relationship-building skills, with the ability to engage and influence a range of stakeholders.
- Hands-on and adaptable, comfortable with both strategic decision-making and day-to-day operational tasks.
- Passionate about community engagement and social impact.
- Experience in fundraising, including securing grants and managing donor relationships.
- Understanding of the challenges facing small charities and community organisations.
- Demonstrated ability to foster teamwork and collaboration within an organisation, ensuring a positive and cooperative work environment.

Desirable

- Knowledge of animal welfare, land management, or educational programmes.

Terms and conditions

This is a permanent position with a six-month probation period.

The salary for this role is £50,000 - £55,000 per annum, based on a 28-hour work week across four days. Some evening and weekend work will be required.

The post holder must have the right to work in the UK and will be required to provide the necessary paperwork to verify this.

As the role requires close working with children/vulnerable people the post holder will be subject to an enhanced Disclosure and Barring Service (DBS) clearance on appointment.

By applying for this vacancy, you consent to the safe storage and handling of any personal data you have provided us with. We will never share your data with a third-party without your consent. You can request the removal of your data at any time, by emailing info@vauxhallcityfarm.org.

How to apply

To apply for this role, please provide the following:

- An up-to-date CV.
- A supporting statement, a maximum two pages, that outlines your interest in role, the organisation, and your fit against the essential experience criteria set out in the person specification and role description.

Please send your application through to recruitment@vauxhallcityfarm.org with the subject heading: **MANAGING DIRECTOR**

Timeline for recruitment

Applications should be submitted by midday:

17 April 2025

Shortlisting will take place week commencing:

21 April 2025

Interviews will take place onsite in late April or early May 2025. The selection process will include a tour of the farm, an informal group discussion with staff and volunteers, and a formal interview with members of the Board.