



# The Future Remain Campaign: People's Vote

Chair & Chief Executive  
Appointment Brief

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## Introduction

PV Campaign Ltd ('People's Vote') is the holding name of the organisation which will become the leading contender for designation as the official pro-European referendum campaign, if such a referendum is called.

It is aiming to unite all major organizations across the pro-European movement into a single legal entity, and build a team that can win any EU referendum.

If the Conservatives fail to win a majority in the General Election, there will probably be a referendum. In that scenario, we must hit the ground running. We are therefore delighted to open the selection process to recruit a Non-Executive Chair and a full-time Chief Executive. They will build and lead an organisation which could change the course of British history.

## About People's Vote

People's Vote mission is for the United Kingdom to stay a full member of the European Union by winning a referendum.

People's Vote aims to unify the main pro-European organisations into a single legal entity and become the designated pro-European referendum campaign.

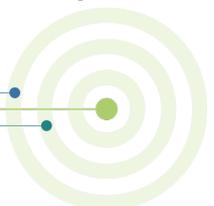
People's Vote has many assets including (but not limited to): talented staff, a large email database of supporters, the support of a large army of grassroots activists and healthy finances. The organisations that support it played an important role in creating the People's Vote campaign and putting a new referendum on the map.

The campaign needs to build on these assets to create a high-performing organisation that can win such a referendum. In particular, it must:

- Develop and test which messages are going to be most effective
- Recruit a diverse group of messengers who can carry those messages to different audiences in every part of the UK
- Project messages via all media in a highly effective manner
- Harness the energy of activists from all walks of life and all political persuasions from across the UK
- Fight an honest campaign that treats people, especially those who voted Leave in 2016, with respect – making a contrast to the untrustworthy leaders of the Brexit campaign
- Ensure that integrity and respect are at the heart of how the campaign operates internally as well as how it relates to the public

The campaign strategy and messaging needs to be flexible and led by evidence. However, it starts with the following hypotheses:

- It must make the case for being in the EU as well as the case against Brexit, with a message of hope and change - not just fear of loss



- It must show that we can fix the problems at home if we stay in the EU, as well as the big global problems
- It must champion diversity and ensure that the grassroots activists are at the heart of the campaign. It should not be seen to be driven by elites

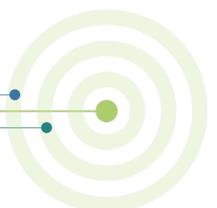
Provided People's Vote is designated as the lead pro-European referendum campaign, we expect People's Vote to manage a turnover in excess of £10,000,000 for a time period stretching from pre-launch through to conclusion of the referendum campaign. This figure includes a predicted £7,000,000 spending limit for the designated referendum campaign, as mandated by the Electoral Commission ahead of the 2016 EU referendum.

Seven of the nine organisations that founded the People's Vote have recently reaffirmed their commitment to the campaign. Britain for Europe, InFacts, OFOC, Open Britain, NHS for a People's Vote, Scientists for EU and Wales for Europe.

Open Britain is also a subsidiary of PV Campaign Ltd. We are hopeful that the other six organisations as well as a number of other pro-European organisations will be subsumed within PV Campaign Ltd or reach cooperation agreements with it. It is envisaged that they will each nominate a director to the board.

The People's Vote board currently comprises: Anne Weyman, Geeta Sidhu-Robb, Richard Reed and Roland Rudd. It is being expanded to include three local activists from the network of over 200 pro-European local campaigning organisations involved with the national organisations supporting People's Vote. The three local representatives will be elected by their peers in the constituencies of England, Scotland and Wales and are expected to take their seats on the People's Vote board around the end of the year.

It is envisaged that the board will be further expanded to include representatives of civil society. It is our ambition that the fully populated board should also be representative of modern UK society. We therefore envisage the finalised board to reflect the diversity of the UK public in as many aspects as possible including - but not limited to - gender, race, ethnicity and socioeconomic background.



## Chair - Role Description

### Overview of the role

The Chair will lead the Board and support the Chief Executive in the delivery of an effective and unified campaign. Although this is a non-executive role, the Chair must be prepared to make the campaign their highest priority.

### Key Accountabilities and Responsibilities

#### Set-up, governance and strategy

- Lead the final panel to recruit the Chief Executive
- Ensure key stakeholders, including from political parties, buy into the project
- Lead the nomination committee to complete the Board ensuring a diverse group with the right balance of skills and experience
- Establish integrity and respect for others at the heart of how the campaign operates both internally and externally
- Work with the Chief Executive and the Board to set the overall strategy
- Determine with the Board which sub-committees and advisory groups are needed

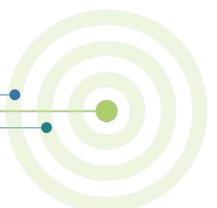
#### Ongoing management of the Board

- Chair meetings of the Board and its sub-committees ensuring all members are fully engaged and take collective ownership of decisions
- Monitor the organisation's overall performance
- Ensure it satisfies regulatory and legal compliance requirements
- Review major risks and put in systems to manage these risks
- Maintain the organisation's financial health
- Challenge and support any board members failing in their duties

#### Relationship with the Chief Executive and wider staff team

- Support the Chief Executive, respecting the boundaries between the two roles
- Hold the Chief Executive to account
- Have regular contact with the Chief Executive, developing a supportive relationship which lets both speak openly about concerns and challenges

In addition to these key responsibilities, the chair may be asked to speak to the media and attend meetings with key stakeholders.



## Chair - Person Specification

*Within your written supporting statement, you should be able to demonstrate and provide evidence of the criteria listed in Part One. These will be tested further throughout the process formally and informally, along with the criteria listed under Part Two. The successful candidate will be able to give evidence of the following:*

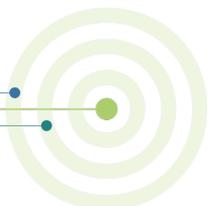
**To be successful in this role you should have:**

### Part One

- Knowledge about and passion for the cause of keeping the UK in the EU
- Integrity
- Political sensitivity and contacts
- Resilience with the ability to stand up to pressure from powerful groups outside and inside the campaign
- Experience of engaging with a wide range of stakeholders
- Understanding of and commitment to diversity
- A proven track record of strategic leadership
- Experience in recruiting senior management and board directors
- A sophisticated understanding of governance and board development
- Experience providing guidance, support and challenge to a Chief Executive
- Fundraising experience
- Superb communication skills high degree of emotional intelligence

### Part Two

- Effective leadership skills and an ability to role model behaviours to inspire others
- The ability to think strategically and know when to dive into the detail
- Intellectually robust with the ability to grasp complex issues quickly
- Highly effective problem solving and decision-making ability
- Proven ability to think strategically and keep focus in the face of challenge
- A creative thinker able to deal with complexity and uncertainty
- An ability to command respect from peers and others



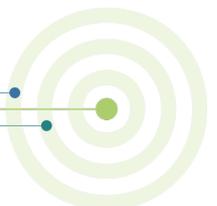
## Chief Executive - Role Description

### Overview of the role

The Chief Executive will report to the Board and be responsible for leading the organisation to deliver an effective and unified campaign.

### Key Accountabilities and Responsibilities

- Build a diverse and dynamic organisation capable of winning the referendum
- Develop and agree overall strategy with the Board
- Deliver that strategy
- Establish integrity and respect for others at the heart of how the campaign operates both internally and externally
- Integrate and motivate existing staff from founder groups
- Lead the final panel to recruit the Director of Communications (Attenti will have a shortlist for this role by the time the Chief Executive is chosen. But the Chief Executive will be free to suggest their own candidates).
- Develop a communications plan with the Director of Communications and agree it with the Board.
- Recruit other talent to fill gaps in the organisation through an open and fair recruitment process
- Develop with the Director of Field Operations a plan to harness the energy of activists from all walks of life and all political persuasions from across the UK
- Agree the priorities, budgets and objectives of the other Campaign Directors
- With the Director of Communications, represent the campaign with politicians, donors and other senior stakeholders
- Lead, support and motivate the team
- Develop a good relationship with the Chair which allows both to speak openly about concerns and challenges



## Chief Executive - Person Specification

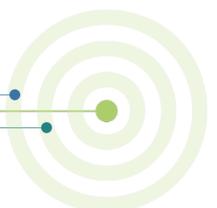
Within your written supporting statement, you should be able to demonstrate and provide evidence of the criteria listed in Part One. These will be tested further throughout the process formally and informally, along with the criteria listed under Part Two. The successful candidate will be able to give evidence of the following:

### Part One

- A proven track record of success in a significant high profile executive leadership role
- Experience in running successful campaigns
- Integrity
- A track record of successfully developing and implementing a strategic business plan
- A demonstrable record of bringing different teams together
- Experience of recruiting and motivating talent
- Ability to stand up to pressure from powerful groups outside and inside the campaign
- Experience of engaging with a wide range of stakeholders
- Political sensitivity
- A strong track record of successfully developing and implementing a strategic business plan
- A demonstrable record of bringing complex organisations together and driving change
- Commercial acumen and a high level of financial literacy
- Experience of working with and engaging unpaid volunteers
- High degree of emotional intelligence and a commitment to diversity

### Part two

- Effective leadership skills and an ability to role model behaviours to inspire others
- The ability to think strategically and know when to dive into the detail
- Intellectually robust with the ability to grasp complex issues quickly
- Highly effective problem solving and decision-making ability
- Proven ability to think strategically and keep focus in the face of challenge
- A creative thinker able to deal with complexity and uncertainty
- An ability to command respect from peers and others



## Terms and Conditions

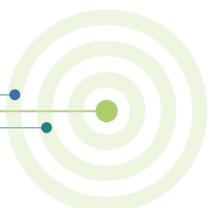
The Chair is a non-executive role and we envisage the successful candidate will need to commit around 1-2 days per week. The Chair's remuneration has been fixed at £60K PA.

The Chief Executive will be employed on a full-time basis, ideally commencing in role in February 2020. The remuneration package is 'competitive' and will be discussed in more detail with final panel candidates.

- All applicants must have an existing Right to Work in the UK.
- You will be based in Millbank Tower, 21-24 Millbank, London, England, SW1P 4QP but required to travel extensively throughout the UK

## Timetable

	<b>Chair</b>	<b>Chief Executive</b>
Closing date for all applicants	<b>15<sup>th</sup> December</b>	<b>5<sup>th</sup> January 2020</b>
Preliminary conversations & informal meetings	6 <sup>th</sup> , 7 <sup>th</sup> and 8 <sup>th</sup> January 2020	13 <sup>th</sup> , 14 <sup>th</sup> and 15 <sup>th</sup> January 2020
Final panel interviews	Wednesday 15 <sup>th</sup> January 2020	Wednesday 29 <sup>th</sup> January 2020



## How to Apply

If you are interested in applying for the role of Chair, please do so via the Attenti website:

[www.attenti.co.uk/ChairPeoplesVote](http://www.attenti.co.uk/ChairPeoplesVote)

If you are interested in applying for the role of Chief Executive, please do so via the Attenti website:

[www.attenti.co.uk/CEOPeoplesVote](http://www.attenti.co.uk/CEOPeoplesVote)

For either role please ensure you provide the following:

- A written supporting statement, addressing part one of the Person Specification and outlining your motivation and suitability
- A comprehensive CV (no more than 3 pages) including details of your achievements in each role
- Details of three referees, one of whom should be with regards to your current or most recent Board level role and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent

Please note the dates for the key meetings have been fixed. It would be helpful if you could indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you.

All applications will be acknowledged.

**Please let us know of any accessibility accommodations you may require.**

Closing date for applications for the **Chair is 15<sup>th</sup> December 2019** and the closing date for the applications for the **Chief Executive is 5<sup>th</sup> January 2020**

For an informal and confidential discussion, after having read the appointment brief, please contact our advising consultants Jim Banks on 07787 004 768 [Jim.Banks@attenti.co.uk](mailto:Jim.Banks@attenti.co.uk) or David Fielding on 07810 507 235 [David.Fielding@attenti.co.uk](mailto:David.Fielding@attenti.co.uk) at Attenti.

