



**Undeb Myfyrwyr**  
**Prifysgol De Cymru**  
**University of South Wales**  
**Students' Union**



**Chief Executive Officer**  
**Closing Date: Tuesday 16th April 2024**



# A Welcome from our Chair

Dear Candidate,

We are delighted that you're interested in joining the University of South Wales Students' Union as our new Chief Executive.

We're currently seeking a new CEO to lead our organisation, continuing and building upon our recent turnaround programme and encouraging a compassionate culture. This includes working to ensure that we provide the very best services for all students across all campuses and partner colleges.

We are in search of a transformational leader who will empower and guide our elected Student Officers, fostering continued collaboration with the University. The post holder must also be capable of developing and delivering visionary operational and strategic plans while understanding the balance of commercial and non-commercial services within the organisation.

This is a truly exciting opportunity to contribute to the diversification and prosperity of USWSU. We are looking for someone who will help bring our mission, 'to put students first', to life and ensure that we remain at the heart of the student experience.

If you're interested in working with a vibrant, dynamic charity and possess a wealth of experience and skills to bring to the team, we'd love to hear from you.

**Stuart Williams**  
Chair of Board USWSU





# Welcome to USWSU

University of South Wales Students' Union is a member-led, independent charity representing the voice of over 20,000 students who study at or through the University of South Wales. With a strong commitment to enhancing student life across all campuses, including Treforest, Newport and Cardiff, we also support students studying at partner institutions.

We are unique in that a large proportion of our student body are remote learners, with USW having provision for the delivery of foundation sporting courses at over 60 football clubs within the EFL Trust and provision for initial police education across seven forces and constabularies in Wales and the South West region of England. Our vision is to ensure that students have the best possible experience whilst studying with the USW and we do this by putting our students first.

We deliver this by focusing our efforts into Opportunities and Representation. Whilst also utilising our commercial services to support our organisation.

Join us at USWSU and be an integral part of a vibrant and inclusive community dedicated to advocating for our members' interests, nurturing their personal growth, and amplifying their voices.



**President -  
Jamal Abdilahi**

# About Us

## Our Vision:

To ensure that students have the best possible experience at USW

## Our Mission:

To put students first

**Our Strapline:** Run by students, for students

## Our Values:

**Respectful:** We are respectful to each other, and our members and understanding of the issues they may be facing. We do not judge and we treat everyone with respect.

**Accepting:** We are accepting of each other and our members, we acknowledge their experiences and celebrate each other's differences.

**Inclusive:** We are inclusive for all regardless of their race, gender, sexuality, disabilities, age, nationality and differences.

**Diverse:** We are a diverse organisation that represents students from all walks of life.

## Our Personality

**Friendly:** We are approachable and at all times are respectful and listen to all feedback - regardless of whether it is positive or negative.

**Honest:** We are transparent and communicative. We may not always have the answers right away but we are clear about what we do know and what we need to find out.

**Useful:** We support our students by giving support and advice. We are reliable, available and responsive to any questions or request.

**Fun:** The Union helps to make the university an exciting and vibrant place. We are a student body, run by students for students. We are sociable and not afraid to have a laugh at ourselves where appropriate.

# Our Turnaround:

## Transforming South Wales Students' Union

We are currently embarking upon an ambitious journey of organisational transformation. Our turnaround programme is designed to propel our organisation towards excellence, guaranteeing the delivery of a dynamic and impactful experience for our members.

To tackle the issues that arose in 2023 regarding our Students' Union's performance, change is necessary. Working closely with our partners, such as the University of South Wales, NUS Charity and Counterculture LLP we are undertaking a comprehensive examination of our organisation's position.

We have the full backing of the University of South Wales, highlighting the importance of this transformational journey.

To oversee the Change Programme, we have a dedicated Trustee Board, who under their supervision is being led by our Interim CEO.

Our ambition is to conclude phase one of our turnaround programme by May 2025 and the recruitment of this role forms an integral part of our future for the organisation.

Our new CEO will be the driving force behind our change programme.

We hope you will join us in this exciting journey.



# Working With Us

## Our locations

We're lucky to be based across three locations rich in history - Pontypridd, Cardiff, Glyntaff and Newport. Our main office is based at the Treforest Campus but we have a presence across all campuses.

All three of our locations are central to great transport links, close to both the city and countryside with a strong community feel. Pontypridd is less than half an hour from Cardiff and is accessible via car, train or the bus.

All three locations are rich in sporting history, with Pontypridd being home to the iconic Sardis Road whilst Cardiff boasts the Principality Stadium, Cardiff Arms Park, Sophia Gardens & Cardiff City Stadium and Newport is home to Rodney Parade.

Our Cardiff campus is just a stone's throw away from the city centre - nicknamed the City of Arcades, Cardiff is home to an abundance of independent and chain shops, cafes & restaurants. With regular live music and events held in the Utilita Arena Cardiff as well as on the grounds of Cardiff Castle, there is plenty to do.

Our Newport Campus looks out onto the River Usk providing students & staff a scenic view from their lectures. Whilst our Treforest office has a beautiful view of the valley.

## Our commitment to an inclusive experience

Equality, Diversity and Inclusion are central to our values. We celebrate our diverse and unique communities and are committed to make sure that equity and inclusion are at the heart of everything we do. Staff at USWSU are proud of our values and care about creating and supporting diverse teams that are inclusive of age, background, disability, gender, identity, race, religion, sexual orientation and lived experience.

## Salary and benefits

- Competitive salary of £60,000 - £65,000 p.a.
- Holiday: 210 hours per year, to rise in accordance with length of service, plus 119 designated hours shutdown (inc. Bank Holidays).
- Eligible to join NEST pension scheme, employer contribution rate 3 %
- Car parking is available at an annual cost.

# About the Role

## Job title

Chief Executive Officer

## Salary range

£60,000- £65,000

## Working hours

35 hours per week

## Reports to

Board of Trustees

## Purpose

Under the direction of the Trustees, the Chief Executive will provide visionary strategic leadership for the longer-term sustainability of the University of South Wales Students' Union.

### The principal areas of the role are:

1. Oversee the day-to-day operational functions of the Students' Union and its finances, ensuring the effective delivery of high-quality student services.
2. Provide the highest level of support to elected Officers, enabling them to achieve their goals and be effective representatives, trustees and staff members during their term in office.
3. Ensure that the students' union has excellent working relationships with key identified partners and university stakeholders for the advancement of shared priorities and members' interests

## Responsibilities

### Strategy:

- Ensure that USWSU has a strategy that reflects the needs of students, supports the University's strategy and is communicated and understood widely.
- Ensure the strategy is flexible enough to respond to the needs of a membership organisation, the priorities of elected officers and a fast-moving environment.
- Actively monitor the effectiveness of the strategy and report on key objectives, results and impact of USWSU's activity.

### Finance and Risk Management:

- Responsible for the financial health and sustainability of the organisation. Oversee the development of the annual budget and financial plans for trustee approval. Develop appropriate reserves and capital investment plans and implement controls for financial activity.
- Oversee preparation of the annual allocation bid for funding from the University, ensuring it responds to the expectations of the University as principal funder and supports the delivery of the Union's strategic plan, annual budget and 5-year financial plan.
- Ensure the provision of up-to-date financial management information to enable Trustees and other key stakeholders to understand USWSU's financial position and performance.
- Ensure that there are effective procedures to manage risk and opportunities across the organisation.

# About the Role

## Leadership:

- Lead the development and delivery of the USWSU strategy, within the context of the democratic and governance structures of the organisation, driving positive shifts in culture, people, structures and ways of working.
- Provide effective and inclusive leadership; ensuring that the Union fully utilises the skills, experience and potential of all staff, resources and finances to meet goals.
- Ensure that the organisation lives and breathes its values in all aspects of work and role model these values in day-to-day behaviours and interactions.
- Oversee the development of effective relationships with key stakeholders at the USW and further afield, ensuring this work is grounded in excellent stakeholder mapping.

## Governance:

- Ensure the Union fulfils its constitutional, regulatory and legal obligations and takes appropriate steps to manage risk.
- Ensure that USWSU's governing documents and policy framework are fit for purpose and reflect best practices within the sector.
- Ensure that the Board of Trustees and its committees are serviced efficiently and supported, inducted and developed effectively

## People Management and Development:

- Ensure staff are well informed of USWSU's strategic plan and how their performance contributes to its delivery. Create transparent objectives to support this understanding.
- Develop a high-performing senior team, capable of providing excellent leadership and robust operational plans to deliver the day-to-day work and functions of the organisation.
- Support and coach the elected leadership to review, implement and improve governance and democracy, ensuring that members are at the heart of the USW and its activities.
- Be responsible for the Union's health and safety, whilst promoting a healthy and safe environment for all staff, volunteers, and visitors.
- Develop and champion a strong, positive approach to equality, diversity and inclusion across the organisation.

## Service Delivery and Innovation:

- Ensure that services and facilities continue to adapt and develop to meet the needs of members and that impact is promoted and evaluated effectively.
- Drive income generation through the strategic development of activities and commercial services to support financial growth and sustainability.
- Ensure that the union's facilities are well maintained.
- Seek out and evaluate opportunities to grow and diversify income streams.
- Ensure that regular feedback is sought out and acted upon.



# About You

## Experience and Knowledge


- Significant leadership experience in an organisation of similar complexity.
- Working effectively with boards and committees and a clear understanding of how to deliver high standards of governance.
- Proven track record of developing and delivering visionary strategic plans, translating plans to a range of audiences, and successful operational delivery.
- Demonstrable understanding of the balance of commercial and non-commercial services within the organisation.
- A proven track record of enabling income generation and growth in a commercial environment using financial and non-financial information to make decisions.
- Substantial experience of developing strong and sustained collaborative relationships with multiple internal and external stakeholders.
- Knowledge of and/or an appreciation for the Higher Education sector, and the key trends, issues and policy impacting students and students' unions.

## Skills and Abilities

- The ability to advise and support student leaders with effective influencing strategies to achieve positive change within the University and beyond.
- Work as a team player to build the commitment of all to a cooperative team spirit focused on team synergy to improve results.
- Exceptional written communications skills with the ability to prepare clear and engaging reports, presentations and information for a range of audiences.
- High levels of personal resilience with an ability to effectively prioritise competing demands, remain calm under pressure and adapt to new challenges in a flexible way.
- Fluent in medium of Welsh or willingness to learn (desirable).

## Values and Behaviours

- Commitment to working in a democratic, student-led environment and being an advocate of the student voice and representation.
- A demonstrable commitment to equity, diversity and inclusion.
- A willingness to support others and own personal and professional development.
- Act as a role model that reinforces the desired culture and behaviours.
- Able to communicate a shared vision that energises and inspires staff, student leaders and members.



If you think you have what it takes to be our next Chief Executive, but aren't sure you meet every point on the person specification, please still get in touch. We'd love to chat about what you could bring to the Students' Union.



# Apply Now

[Click here](#)  
[to apply](#)

## Key Dates

**Application Deadline: Tuesday 16 April 2024, 12pm**

**First Stage Interview: Thursday 23 April 2024 (remote)**

**Final Stage Interview: Thursday 2 May 2024**  
(in person at USWSU)

**Please ensure you have read the full Recruitment Pack before applying.**

**Step 1.** To apply please complete [this form](#) where you can answer the following questions:

- a)** Why are you interested in applying and how do you feel your personal values align with our organisational values?
- b)** What are the key achievements and outcomes within your career that make you a strong candidate for the role?
- c)** What is your experience of leading and managing change and key lessons learnt?

Please respond to each of the questions with a maximum of 400 words per answer. You may wish to prepare your answers in advance in a separate document, to avoid losing your responses before you submit them in the form.

**Step 2.** Please send your CV to: [charlotte@atkinsonhrconsulting.co.uk](mailto:charlotte@atkinsonhrconsulting.co.uk)

**AtkinsonHR**

For an informal and private conversation about the role please contact our partners, Atkinson HR via [charlotte@atkinsonhrconsulting.co.uk](mailto:charlotte@atkinsonhrconsulting.co.uk)

**Monitoring the diversity of our applicants and their candidate experience is really important to us. Please do consider answering the optional questions in the application form.**



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