



Feb 2021

## **Recruiting a Pro-Bono Director - Equality Starts at Home**

**2 days a week (flexible) initially six months (renewable)**

Equality Starts at Home (ESAH) is a not-for-profit campaign which has a vision of a world where equality at home is a reality for all. Our mission is to shift mind-sets and change behaviours to enable a greater sharing of emotional and domestic labour.

ESAH was set up by Four Co-Founders in June 2020 in response to the urgent challenge of inequality in the home – aggravated during the COVID-19 lockdown. The pandemic has set the clock back on gender equality with women less able to work at home, interrupted more frequently, and carrying out home schooling on top of the domestic chores. Women were also disproportionately furloughed, or had to reduce their hours or were made unemployed, resulting in many women being removed from the work force. ESAH believes the unequal sharing of household responsibilities is bad for women, men and all of society. Women and men are held back and 'boxed into' unhelpful stereotypes which prevent them reaching their potential.

We are now seeking a dynamic leader to become our Director to help us take ESAH to the next level. ESAH is currently governed by a Co-Founders Group and Steering Group and we are currently initiating the development of our organisational and campaigning strategy. This role is pro-bono as this is a start-up campaign but we are actively seeking funding and plan to establish ourselves as a charity or similar entity. This role would suit someone looking for an exciting opportunity to contribute to a world changing goal at a senior level in the not-for-profit sector. We are looking for someone who has the experience, skills and drive to lead us to the next level and enable us to establish our place globally under the guidance and consultation of our founders and strategic advisors. This is a fantastic chance to contribute to making the world a better place for everyone. We welcome applications from all walks of life, including all genders, ages, ethnicities, and especially from under-represented groups.

To apply please send a CV and a short covering letter outlining how you meet the job specification and why you would like to help lead ESAH to [equalitystartsathome@gmail.com](mailto:equalitystartsathome@gmail.com) by 5pm on Friday 26<sup>th</sup> February 2021. Interviews will be carried out by Zoom at a mutually convenient date.

### **Job purpose**

- To lead ESAH under the overall strategic direction of the Co-Founders Group and Steering Group

### **Job Responsibilities**

Under the overall guidance and support of the Co-Founders Group and Steering Group, the Director is responsible for:

- leading and representing ESAH at various forums where appropriate
- establishing ESAH as a formal and legal entity
- researching into funding options and attracting funding
- managing finances and budgets as required
- building partnerships and alliances with like-minded organisations

[www.equalitystartsathome.com](http://www.equalitystartsathome.com)  
@equalhome twitter



- maintaining appropriate records commensurate with good governance
- recruiting additional staff/volunteers as needed
- advising on development of the strategy and plans including the communications and campaigning strategy
- advising on and coordinating a number of campaign(s)
- developing and enhancing ESAH digital communications
- reporting progress against the plan to the Co-Founders group and Steering Group

### Job Specification

Those applying should meet most of the following and/or demonstrate related transferable knowledge or experience.

Experience and skills
Management and leadership experience
Experience or a good understanding of campaigning
Experience or understanding of charity/not-for-profit governance
Experience or a good understanding of fundraising or income generation in the charity sector and/or business development in the private sector
Good verbal and written communication including digital communication
Good existing network of contacts (in public/private/not-for-profit sector) and/or networking skills
Experience of partnership development
Experience of recruitment
Strategy and Planning experience
Budget Planning and Financial Management skills
Experience of - and commitment to – gender equality/equity and the ESAH cause
Experience of – and commitment to - diversity, inclusion and anti-discrimination