



Education

Appointment of Chief Executive

November 2022

Reference: FBFYD

An Introduction

HFL Education (formerly Herts for Learning) is the largest school company in the UK and an award-winning provider of products and services to schools, trusts and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

In 2021–22 we generated £23.3m in revenue, of which 68% came from Hertfordshire schools, trusts and settings, 24% from contracts with our closest Local Authority partner, Hertfordshire County Council, and 8% from traded income in the wider UK education sector.

Beyond maintaining sufficient reserves and financing long-term projects, any surplus made is invested in the common good and/or the development of specific new services to address key challenges for our shareholding schools. Since our inception in 2013, we have reinvested nearly £1million in activities that would not otherwise have attracted funding.

For more information about HFL Education, please visit our website www.hfleducation.org



Our Strategic Objectives

WE HAVE FOUR CLEAR STRATEGIC OBJECTIVES



Thrive Local

Be the company of choice for services, resources and products, helping all educational settings in Hertfordshire to deliver a great education



Grow National

Develop and deliver selected services digitally on a national basis £2 million additional revenue outside of Hertfordshire by 2025



Organisation Effectiveness

Optimally organised and has the capacity and capabilities to deliver, with efficient and effective processes supported by fit for purpose systems



CSR

Committed social responsibility through reducing our carbon footprint, and striving for equality, diversity and inclusivity throughout our work

WE HAVE CLEAR TARGETS TO DELIVER FOR EACH STRATEGIC OBJECTIVE



Thrive Local

- Secure de-delegation
- Develop services targeted at the MAT market
- Deliver win-back growth in key contract business units



Grow National

- Define our offer and targets
- Establish an infrastructure to enable delivery of traded offer
- Develop priority offers in Education and Business Services



Organisation Effectiveness

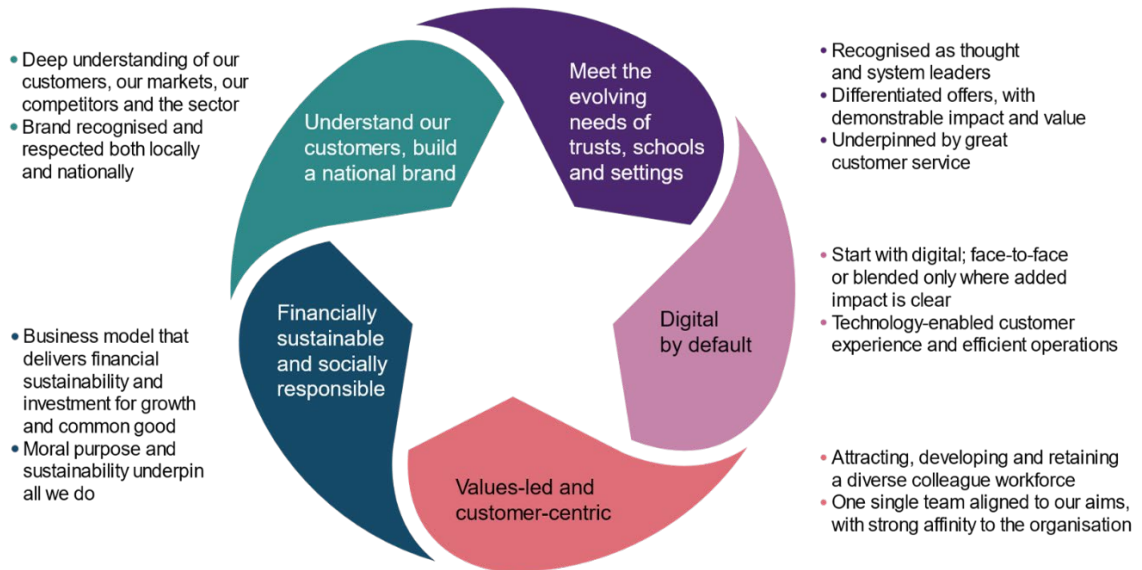
- Realign our People Strategy with the transformation foci
- Align our Digital Strategy
- Deliver the next stages of NetSuite and iTrent implementations



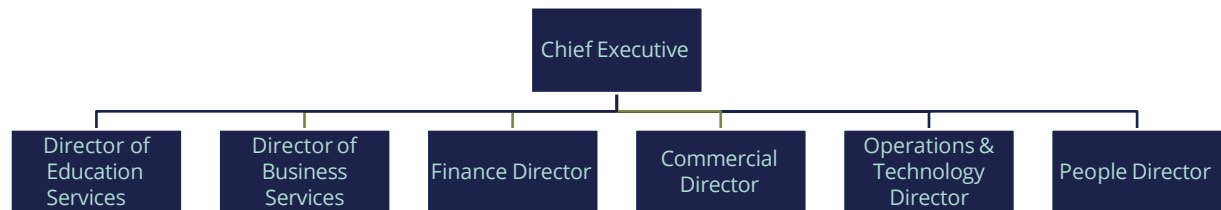
CSR

- Develop into an anti-racist organisation
- Reduce our carbon footprint
- Support schools and settings to do the same

OUR UPDATED FIVE-POINT STRATEGY



Our Governance



Following a recent review, a new operating model for the HFL Executive Team has been implemented, with a mix of internal and external appointments.

The focus of the Executive Team is on implementation of the strategy, recognising the challenges that the current economic environment is putting on all education settings, and the stated desire of the government for all schools to have plans in place to be part of strong MATs by 2030.

After six successful years in post as Chief Executive, Andrew de Csilléry has decided now is the right time for him to move on to pursue other opportunities and will leave at the end of the current financial year (March 2023). The Board therefore seeks to recruit an inspirational Chief Executive Officer (CEO) to succeed Andrew, and to lead the organisation through its next stage of growth based on the new strategy.

The CEO has ultimate responsibility for the brand reputation, performance, strategy, growth, and financial sustainability of HFL Education, reporting to the Chair and the Board of Directors, and accountable to stakeholders.



The Role

Purpose

The CEO leads the Executive Team, ensuring that HFL's strategy remains relevant and is successfully implemented across the organisation so that we continue to deliver outstanding service, with impact, and support all our customers. Also, the CEO ensures the financial sustainability for the organisation, and job satisfaction for employees. The CEO is an Executive member of the Board of Directors.

Terms and conditions

The role provides an attractive reward package including a competitive salary, individual performance-related bonus, generous pension contributions and annual leave entitlement, and life assurance. In common with other HFL colleagues, the postholder will be contracted to work on a hybrid basis (within our 'working from anywhere' policy) and will be expected to spend around two days per week at our offices in Stevenage, and to regularly visit customers and stakeholders, located principally within Hertfordshire. It is important that the CEO provides visible leadership to staff and customers.

Main areas of responsibility

- To take ultimate responsibility for all aspects of the performance of the company, driving transformational change and continuous improvement to ensure outstanding delivery of high quality, value for money services;
- To provide strategic advice to the Board and its Chair, ensuring that they have a comprehensive and accurate view of business performance and the current market and major opportunities and risks;
- To lead the development and implementation of robust plans to deliver the company strategy, overseeing planning and forecasting, market development and the appropriate allocation of resources to deliver company priorities;
- To own the company's financial performance, ensuring long term financial sustainability of the company, whilst identifying where profits should be reinvested back into the company and where investment for the "Common Good" of all shareholders can be made;
- To oversee the leadership, management, and development of the company's people, in particular leading the Executive Team, challenging, coaching and developing its members to drive outstanding performance of their teams;
- To act as the principal ambassador for the company, networking externally and internally with key stakeholders, to strengthen the company's profile, brand and reputation. Key stakeholders include Hertfordshire County Council, the Department of Education and its agencies (e.g., Ofsted), and Hertfordshire schools' forums and representative bodies;
- To ensure company policies and legal obligations are embedded across the organisation, and that an effective business continuity plan is maintained;
- To take decisive action, where required, to manage critical situations as they arise, ensuring solutions are found to ensure the company's long-term success;

- To act as the principal role model for the HFL Education values of trust, inspiration and collaboration, and for leading the continuing evolution of the company culture;
- To ensure that the company delivers its wider CSR objectives, with a particular focus on EDI and the climate emergency.

Person Specification

Knowledge

- Degree level education;
- Evidence of continuing personal and professional development;
- Demonstrate a deep understanding of the changing educational landscape and the major issues facing schools (although note that direct experience of working in the sector is not a pre-requisite);
- Demonstrate an understanding of the social enterprise/not for profit sector, gained through Executive or Board experience, and how to instil and lead a commercial culture and drive change whilst remaining true to the moral purpose.

Experience

- Leading organisation or substantial organisation units in at least one of the following sectors: commercial, public or social enterprise/not for profit;
- Developing high performing senior teams to deliver outstanding value;
- Leading transformational change programmes to deliver tangible and lasting results;
- Managing budgets of £10m+ in a commercial/trading environment, delivering sustained profitable top-line growth;
- Leading digital-enabled change and development of digital services;
- Developing and enhancing services and new businesses to meet the changing needs of customers;
- Establishing operations that deliver outstanding customer service;
- Developing partnerships with third parties to deliver successful contract services;
- Positively challenging the status quo to contribute to the cultural development of an organisation, successfully mobilising teams and driving change in established ways of working to raise performance and team effectiveness;
- Desirable to have experience of the Education sector and the needs of schools, trusts and educational settings;
- Desirable to have experience in building external profile and recognition in new markets;
- Desirable to have experience of working within a regulated sector and/or a sector with strong public and political interest.

Skills and abilities

- Strategic thinker with the ability to navigate a complex and changing sector, alongside the operational skills to help instil delivery excellence;
- Excellent people leadership skills;
- Critical thinker, problem solving and analytical skills;
- Entrepreneurial, with the ability to drive creative solutions for new challenges;
- Flexibility, patience, and personal resilience to lead over an extended period;
- Excellent interpersonal and influencing skills, with the credibility to gain and retain the confidence of colleagues, customers, the Board, and other stakeholders;
- Excellent oral and written communication skills, including a track record of working with large audiences and challenging stakeholders;
- Style demonstrably consistent with the HfL values of trust, inspiration, and collaboration;
- Committed to equal opportunities and anti-discriminatory practice.



Equal Opportunities

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our website which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HFL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010. To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us. Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

Disclosure and Barring Service

This post will be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

Health and safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Intellectual property rights

It is a contractual requirement of all employees of HFL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

Terms of Appointment

Salary will reflect the seniority of the role and will depend on skills and experience.

Personal performance bonus based on the attainment of agreed annual objectives.

Holiday entitlement: 28 days per annum rising to 31 following 5 years' service plus bank holidays or the equivalent paid for Term Time employees.

Probationary period: six months.

Pension: the post holder will be automatically enrolled into the qualifying works pension scheme with 10% company contribution.

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency adviser to HFL Education on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **FBFYD**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is **9am on Thursday 24th November 2022**.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



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