

# Job Description



**Job title:** Head of Strategy  
**Department:** People and Resource  
**Reporting to:** Chief Operating Officer  
**Salary:** £72,761 per annum  
**Hours:** 35 per week

**Location:** Based in London. Working from home is an option in line with Crisis' hybrid working policy (at least one day a week in the London office). Occasional travel to locations around the UK may be required.

**Contract type:** Permanent

## About the role

The Head of Strategy is a new role to drive and facilitate the execution of Crisis' bold 10-year strategy, as launched in June 2024.

Reporting to the Chief Operating Officer and working closely with the CEO and Senior Leadership Team this role will own and drive the process for turning our ambitious strategy to end homelessness by 2034 into achievable but stretching goals. You will create a rolling 3-year strategic plan and lead an annual strategy "health check", working with and across the Senior Leadership Group (c. 50 people) as well relevant business units and teams.

This role will bring drive and ambition, structured thinking and problem-solving, challenge, facilitation, and the ability to create space for both collaboration and accountability. You will build strong, trusted relationships right across Crisis whilst ensuring the necessary focus on the changes needed to meet our long-term goals. The ideal candidate will be a clear strategic thinker, with strong analytical and facilitation skills and a proven track record in driving high performance across organizational boundaries. They will also understand working in a social impact context and have a clear commitment to ending homelessness.



## Key Responsibilities

### Strategic Planning

- Lead the development of a rolling 3 year “strategic plan” to bring focus and clarity to the outcomes needed to end homelessness over the next 10 years
- Lead an annual “strategy health check” to iterate and adapt in light of progress against the strategic plan, including facilitating learning, bringing appropriate challenge and accountability, and instilling fresh ideas and thinking.
- Work closely with the CEO, COO and Senior Leadership Team to define key strategic outcomes and organisational KPIs and facilitate activity planning at and across the Senior Leadership Group and associated teams to ensure alignment and accountability.
- Work closely with Senior Leadership team to review the effectiveness of strategic initiatives and recommend adjustments as needed, to support continuous improvement and efficiency across the organization.
- Work across the organisation to build cohesive picture of sector trends, political and policy dynamics, and revenue activities and partnerships from inside and outside the homelessness sector to inform strategic planning decisions.

### Enabling execution



- Develop and provide a toolkit of e.g. workshops, facilitated support and longer term engagement to support and enable the delivery of strategic priorities within core teams and business units. This may include the mapping of activities for new priorities and/or problem-solving to overcome barriers, as commissioned by the Senior Leadership Team.

### **Cross-organisational leadership**

- Lead and design the agenda for the Crisis Senior Leadership Group, ensuring the cohort of 40-50 leaders from across the organisation are empowered, aligned and accountable for delivering the strategic plan
- Collaborate with key teams and business units across the whole of Crisis
- Facilitate ad hoc cross-functional teams at the SLG-level in the execution of strategic initiatives.
- Ensure effective communication of the strategic plan across the organization.

### **Team leadership**

- Manage and develop a small team of 2-3 people.
- The role will also be expected to draw on and utilise people and skills from across Crisis, in particular those leading on data gathering and analysis, evaluation and impact, audience insights and strategic finances.

### **Person Specification**

1. Strong experience in strategic planning, consulting, organisational development or a related role.
2. Proven experience in a leadership role, with a track record of driving strategic initiatives.
3. Strong analytical skills and the ability to translate data into actionable insights.
4. Excellent communication and presentation skills, with the ability to influence at all levels of the organization.
5. Demonstrated ability to think creatively, challenge the status quo, and lead change.
6. Leadership and management, including the ability to inspire trust across organisational boundaries
7. Strong facilitation and engagement skills
8. Adaptability and resilience in a fast-paced environment
9. Ability to create and run governance processes that drive decision-making and outcomes
10. Financial management and ability to work with budgets



## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

**The person specification requires a qualification or experience that I do not have. Is it still worth me applying?**

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

**Can I apply by sending my CV?**

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

**What should I do if I can't complete an online application?**

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

**Does Crisis use Artificial Intelligence (AI) technology for shortlisting?**

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

**Can I use Artificial Intelligence (AI) technology for my application?**

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

**How can I maximise my chance of being shortlisted?**

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience. Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the **Crisis Values** that you can find on our website. **Please note!** If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

**How quickly will I know if I have been shortlisted?**

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

**If I am not shortlisted, can I get feedback on my application?**

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.



**Can I get feedback after my interview?**

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

**Will you notify me of future vacancies?**

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

**I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?**

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

**Crisis Jobs Online**

**I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?**

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

**I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this, and my information was lost. Is there any way to retrieve it?**

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

**Where can I get help?**

If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.