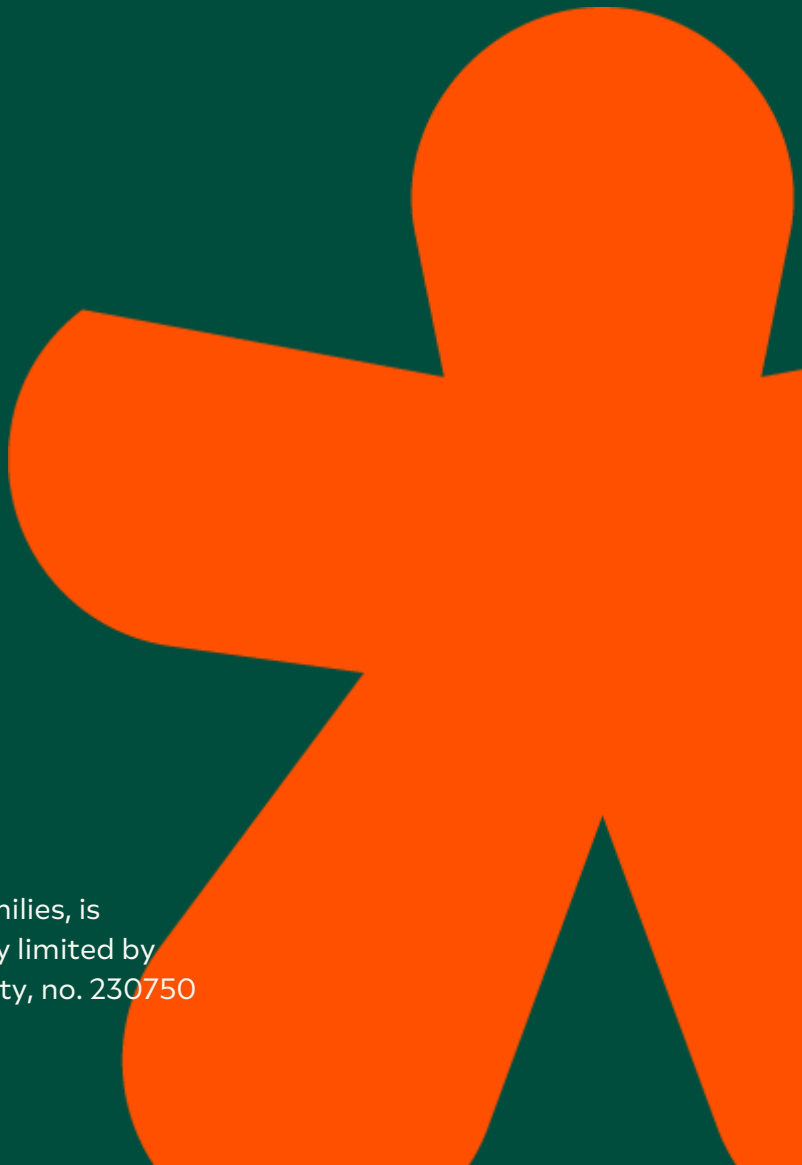




**Fighting to create a world where all
single parents and their children thrive**

Chief Executive Officer

Gingerbread, the charity for single-parent families, is registered in England and Wales as a company limited by guarantee, no. 402748, and a registered charity, no. 230750





Chair's welcome



Sarah Pinch

Chair, Gingerbread

Thank you for your interest in leading Gingerbread as our next permanent Chief Executive.

This is a pivotal moment in Gingerbread's long and proud history. For over a century, we have stood alongside single parent families offering vital support, challenging injustice and fighting for a fairer society. Today, our mission is more urgent and more ambitious than ever.

Over the past six months, Gingerbread has undergone an exciting period of transformation. We've listened to single parents, sharpened our focus and co-created a bold new strategy that puts community, the voice of single parent families and systemic change at its heart. From peer-led Gingerbread groups and national campaigning, to digital hubs, narrative change and employer accreditation, we are building something powerful, inclusive and long-lasting.

We are looking to recruit a leader who can take this vision forward and turn our strategy into meaningful, measurable action. You'll be joining a talented and passionate team, a supportive and committed Board and a vibrant network of ambassadors, partners, and supporters. Together, we believe we can achieve real change for our single-parent families.

This role calls for someone with clarity, courage, and heart. Someone who can lead in complexity, nurture a values-led culture and champion the voices of those too often unheard. Most of all, it requires someone who believes deeply in the potential of single-parent families to thrive.

If that sounds like you, we'd love to hear from you.



What Gingerbread does

Gingerbread has supported and championed single parents since 1918. Originally called the National Council for the Unmarried Mother and her Child, we've worked for over 100 years to make sure that single parents are not forgotten.

Our campaigns have led to changes in the law. We've influenced the government and challenged stigma and stereotypes. Our online information helps tens of thousands of single parents every year.

Through our policy work, we ensure that our members' concerns and experiences are taken to the heart of Westminster and our in-person and online communities can be found across England and Wales, providing support and friendship to thousands of single parents and their children.

In 2022, we launched our latest strategy with a focus on improving the financial situation and the mental health and wellbeing of single parents.



Our vision

Our vision is of a world where all single parents and their children can thrive



Our mission

We stand with and support single parents to overcome disadvantage, inequality and injustice



Our values

We are brave, trustworthy, supportive and ambitious



Our Strategy: Support | Challenge | Connect

Our 2025–26 strategy delivery is structured around three pillars.

Support

We provide tailored information and wellbeing resources to single parents through:

- the Gingerbread House in a Box model (local single parent groups)
- an online membership scheme
- monthly wellbeing programmes and toolkits
- training for employers to better support their single-parent staff

Challenge

We campaign for systemic change through:

- Child Maintenance System (CMS) reform and anti-poverty policy
- a Campaign Advisory Programme led by single parents
- high-impact narrative and media campaigns
- a business accreditation scheme for inclusive employers

Connect

We foster empowered community through:

- In-person and online Gingerbread groups
- Monthly peer circles and wellbeing events
- a national ambassador scheme
- movement-building events and storytelling moments

Our strategy is underpinned by digital infrastructure, collaborative partnerships and a robust CRM and data approach for engagement and impact tracking.

You'll lead the team in delivering a 12-month sprint plan aligning all programmes to shared KPIs including wellbeing outcomes, campaign reach, community engagement and income diversification.



Looking ahead

What success looks like in 2035

Our 10-year vision is clear. Gingerbread will be the national movement for single parents, leading a cultural and systemic shift across the UK.

By 2035, there will be:

- Transformed narrative around single parenting

Single-parent families are celebrated as resilient, capable and vital.

- Policy reform

Child Maintenance, poverty support and housing systems are reformed to meet single parent needs.

- Community-led power

500+ Gingerbread groups (in-person and online) serve as hubs of support, organising and empowerment.

- Widespread allyship

Thousands of employers, schools, and funders actively work with Gingerbread to champion single parent families.

- Movement leaderships

Over 50,000 campaigners and ambassadors driving change, supported by our digital platforms and leadership programmes.

- Sustainable growth

a thriving membership scheme, donor base, and ethical partnerships underpin our impact.

As CEO, you will lay the foundation for this legacy and help realise a future where single-parent families not only survive, but thrive.

The role

As CEO, you will:

- Provide bold and effective strategic leadership
- Inspire and support a high-performing, agile team
- Deliver on the mission and ensure excellent governance
- Lead financial and operational planning with confidence
- Champion the voice and leadership of single parents
- Strengthen partnerships, policy impact and public engagement

Who we're looking for

You are:

- A strategic, confident leader with experience scaling impact in complex systems
- Committed to equity, lived experience leadership, and user-centred design
- An agile thinker who thrives in fast-paced, purpose-led environments
- A skilled collaborator who builds trust across teams, funders, and partners
- Deeply aligned with Gingerbread's mission and values



Working with Gingerbread

Where we work

Our work spans England and Wales.



We are a remote organisation, with our team working flexibly from various locations across the country. While we don't operate from a traditional office, we are registered at Canopi, 82 Tanner Street, London SE1 3GN, where we make use of hot desks and meeting/event spaces as needed.

When we work

Staff can choose to work between 7:30am and 7:30pm, with a schedule that suits both you and your line manager.



We're happy to accommodate flexible working requests from day one.

Equal opportunities

We strongly encourage applicants from all backgrounds to apply, including underrepresented communities and single parents.



To help us assess the effectiveness of our recruitment process, please complete a diversity and equality questionnaire [via MS Forms](#). Your responses are completely anonymous, stored confidentially by our HR team and will not be shared with the selection panel.



What we can offer you

We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits. Depending on the type of contract, some or all of these benefits may change, i.e. for a freelance contract.

Working culture

- A friendly and supportive work environment
- Flexible working options available from day one to help maintain a healthy work-life balance
- Opportunities for training and professional development
- Two charity days annually to volunteer with an organisation of your choice
- Be part of a team dedicated to making a positive impact for single-parent families across England and Wales

Reward

- A competitive salary
- Workplace pension with Aegon (Gingerbread makes a 5% contribution)

Time off work

- Generous annual leave allowance of 28 days plus bank holidays
- Office closure between Christmas and New Year
- An extra day's leave after two years' service
- Buy up to five days of annual leave a year

Health and lifestyle

- Employee Assistance Programme (Employee advice line and discounts/promotions from leading name brands, restaurants and cinemas)
- Cycle to work scheme to help you buy a bike
- Eye tests and contribution to glasses needed for your job
- Technology loan scheme



Who we are looking for

Job description

| Job title | Chief Executive Officer | | |
|-----------|--------------------------------------------------------------------------------------------------------------------|------------|----------------------------------------------------------------------------|
| Hours | 35 hours/week We are also open to flexible and part-time working, as well as job sharing and full time working. | Salary | Salary range of £70,000-£85,000 (negotiable for an exceptional candidate). |
| Location | Remote with occasional travel to London | Reports to | Board of Trustees |

Who we are

We are Gingerbread. We're here to fight for single parents and their families.

We campaign against the injustices that single parents face every single day and we challenge the stigmas around being a single parent. We provide information to support all single parents so that they have the tools to support their children and themselves. And we provide a support network so that, with Gingerbread, no single parent is ever alone.

Gingerbread is at a pivotal moment in its journey. Following a period of bold transformation, we've developed a clear and ambitious new strategy designed to strengthen our voice, grow our reach and increase our impact. We are seeking a permanent Chief Executive who will continue to bring this plan to life and lead our agile, values-driven organisation into its next chapter.

Why Join Us?

Gingerbread is a small organisation with a big mission. Our dedicated team of staff deliver national impact with agility, focus and heart. We're digital-first, community-powered and relentlessly outcome-driven.

We care deeply about our people. Staff wellbeing is central to how we work, reflected in our flexible working, generous leave, Employee Assistance Programme and two annual charity volunteering days.

You'll join a purpose-led culture where ambition and compassion go hand in hand.



Who we are looking for

Job description

| Key responsibilities | |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Leadership | <ul style="list-style-type: none">• Provide strong and visible leadership to staff, volunteers, funders and stakeholders• Ensure continuity in the delivery of Gingerbread's strategic objectives and operational plan• Collaborate with the Board of Trustees to ensure continued good governance• Champion innovation and evidence-based practice, ensuring Gingerbread remains a sector leader in supporting single parent families |
| Strategic and Operational Oversight | <ul style="list-style-type: none">• Maintain Gingerbread's strategic direction to ensure its continued alignment with its mission and values• Oversee the effective delivery of all programmes and operations• Monitor the external environment to respond proactively to risks and opportunities. |
| Financial and Resource Management | <ul style="list-style-type: none">• Ensure robust financial management, maintaining a balanced budget and sustainability• Oversee key fundraising activities and secure and enhance relationships with donors and funders• Lead on diversifying income streams and building long-term funding partnerships to ensure Gingerbread's financial resilience• Ensure resources are allocated effectively to maximise impact |
| Governance and Compliance | <ul style="list-style-type: none">• Work closely with the Board of Trustees to uphold governance standards and regulatory compliance• Provide clear, timely updates and reports to the Board on organisational performance and risks.• Safeguard compliance with charity law and other relevant regulations |



Who we are looking for

Job description

| Key responsibilities | |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Stakeholder Engagement | <ul style="list-style-type: none">• Act as the public face of the Gingerbread, representing its interests to funders, partners, government and other stakeholders• Maintain and strengthen relationships with key external stakeholders• Continue to build confidence among staff, volunteers and beneficiaries in the organisation's leadership |
| Staff and Volunteer Leadership | <ul style="list-style-type: none">• Support and inspire the team, fostering a collaborative, inclusive and high-performing culture• Foster an agile, adaptive working environment that embraces flexibility, continuous learning and cross-functional collaboration to enhance organisational responsiveness and innovation |
| Corporate Responsibilities | <ul style="list-style-type: none">• Take a flexible approach to work and duties within an appropriate level of responsibility• Actively contribute to organisational cohesion, encouraging cross-team working and a problem-solving approach• Work in line with Gingerbread's values and <u>Code of Conduct</u>• Take personal responsibility and ensure compliance with corporate policies, including safeguarding, confidentiality, health and safety, data protection, finance and risk management• Support a digital-first and collaborative approach to all work• Champion and promote equality and diversity in your work area and the broader organisation.• Ensure single parent voice and experience informs the design and development of your work where possible |



Who we are looking for

Person specification

| | |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Skills and competencies | <ul style="list-style-type: none">• Exceptional leadership skills• Strong decision-making and problem-solving abilities, with a focus on pragmatism and adaptability• Excellent interpersonal and communication skills, able to inspire confidence in diverse stakeholders• Financial literacy, including experience managing budgets and ensuring organisational sustainability |
| Experience | <ul style="list-style-type: none">• Substantial experience in senior leadership roles, ideally within the charity or not-for-profit sector• Proven track record of working effectively with Boards of Trustees or equivalent governance bodies• Experience managing external relationships with funders, donors, government and other stakeholders• Proven experience in diversifying income streams and generating sustainable funding through a mix of fundraising, partnerships and innovative income strategies |
| Knowledge | <ul style="list-style-type: none">• Strong understanding of the regulatory environment for UK charities, including Charity Commission requirements• Awareness of challenges and opportunities in the voluntary and community sector• Knowledge of governance and risk management best practices |
| Attributes | <ul style="list-style-type: none">• Resilient, resourceful, and results-oriented, with a calm and measured approach to challenges• High levels of integrity, professionalism, and accountability• Commitment to Gingerbread's mission and a strong sense of social responsibility |
| Corporate | <ul style="list-style-type: none">• A commitment to the work of Gingerbread and to improving the lives of the UK's 1.8 million single parent families• Able to work confidentially in a digital office, including standard Microsoft Office software packages and CRM bases and identifying opportunities to use digital to improve efficiency• Highly developed understanding of the principles of equality, diversity and inclusion and how it affects the organisation |



How to apply

If you are interested in becoming Gingerbread's Chief Executive Officer, please send your CV and a cover letter detailing your motivation and how you meet the person specifications to recruitment@gingerbread.org.uk no later than 9am on 7 July 2025.

Candidates are welcome to demonstrate their ability to match the person specification by expanding on how their experience, training and/or qualifications might have provided them with the knowledge or skills required for the role. Successful candidates will be appointed on merit.

If you have any questions about your application or the application process, please contact the HR team at recruitment@gingerbread.org.uk.

We would like to take this opportunity to remind you that you will require an existing right to work in the UK for us to progress your application.

Ready to lead the next chapter?

Join us in rewriting the story for single-parent families and building a movement that lasts.

Interviews for this role will be held on the weeks commencing 14 and 21 of July 2025.

