



**WIKIMEDIA UK**  
**CHIEF EXECUTIVE**

**RECRUITMENT PACK – JULY 2011**

**PRIVATE & CONFIDENTIAL**

## **ORGANISATION OVERVIEW**

### **Wikimedia UK**

Wikimedia UK is a not-for-profit association set up to promote and support Wikipedia, its sister projects, and other open educational resources in the UK. "Open" refers to information which is available for copying, reuse and modification, including for commercial uses, without cost or restriction other than attribution. We are a volunteer-led organisation and we see volunteers continuing to play a central role in all our activities.

We were established in 2008 and are one of over thirty similar associations in countries around the world, recognised by the Wikimedia Foundation but operationally and legally independent. We work with individuals, museums, universities, businesses and media companies to make freely licensed content available and to help other people re-use open content. We seek to have a close relationship with other open content organizations in the UK, and with the global community of Wikimedia readers and editors.

Wikimedia UK has applied to the Charity Commission to be recognised as a UK charity. Our income is over £600,000 and we have over 200 members. There are approximately 15,000,000 people in the UK who regularly use Wikimedia projects and 10,000 people who regularly contribute to them. With ambitious plans for growth and an active Board of Trustees, we are now entering an exciting new phase and are seeking to appoint our first Chief Executive.

## **JOB DESCRIPTION**

### **Role overview**

Job title:	Chief Executive
Reporting to:	Wikimedia UK Board of Trustees
Responsible for:	All activities of Wikimedia UK
Salary:	Circa £52,000 - negotiable depending on skills and experience
Benefits:	Stakeholder pension, 25 days holiday
Location:	Central but otherwise flexible, depending on candidate

### **Purpose**

The objective is to support and promote Wikipedia and other open content.

To do this, the Chief Executive will need to:

- Professionalise the organization. This will initially include sourcing office space and supporting the process of gaining charitable status
- Facilitate and encourage the participation of volunteers in the activities of Wikimedia UK.
- Build and motivate a high performing team to deliver Wikimedia UK's vision. This is anticipated to include approximately 4 – 6 staff in the first year, with paid staff performing only those roles where volunteers are unable or unwilling to do so
- Implement the strategic plan as agreed with the Board of Trustees. Work closely with the Chair to ensure the Board regularly reviews Wikimedia UK's vision, strategy and the resources to achieve that strategy, as well as maintain high standards of governance.
- Advise Trustees on planning and performance, providing progress against key objectives and managing risks and opportunities as they arise
- Develop and maintain the confidence of the membership, the board and the broader Wikimedia community
- Build and develop relationships with museums, universities and other partner organizations, diversify income sources, and maintain a high profile with the media
- Lead and grow Wikimedia's reach significantly in the UK to enable greater access to open information

## **Key responsibilities**

### **Leadership**

- Maintain and build on Wikimedia UK's vision and values, including the centrality of volunteers, to ensure new opportunities are developed whilst core values retained
- Lead the development and delivery of Wikimedia UK's strategic plan, in partnership with the Chair and Board of Trustees
- Develop the organization from its earliest stages, including sourcing appropriate office space and delivering charitable status from the Charity Commission
- Recruit, lead, develop and manage the performance of Wikimedia UK staff
- Be responsible to the Trustees for the overall financial health of Wikimedia UK, ensuring that expenditure is controlled in line with budgets
- Develop and implement effective systems and processes to ensure Wikimedia UK's efficiency and effectiveness is optimised
- Ensure that effective human resource practices are in place to maximize the potential of staff
- Ensure that volunteers are provided with opportunities to "be bold" and develop their capacities within the activities of Wikimedia UK
- Ensure that there is effective risk management throughout the organization
- Ensure Wikimedia UK acts within all relevant statutory and contractual obligations, including those set by the Charity Commission, Companies House and the Wikimedia Foundation

### **External Relations**

- Oversee the development and maintenance of Wikimedia UK's relationships with partner organizations such as museums, universities and commercial organisations
  - Oversee the development and maintenance of Wikimedia UK's relationships with the rest of the Wikimedia and open source communities, including the Wikimedia Foundation, other Wikimedia chapters and the editing communities on Wikimedia projects
  - Act as an ambassador for the organization and develop and maintain a positive image of Wikimedia UK with the media
- Effectively network with organizations across all sectors to identify and develop further partnerships, develop relations with funding bodies, and significantly increase Wikimedia UK's reach
- Develop and manage a portfolio of individual, corporate and trust and foundation prospects and donors, establish and build relationships that systematically lead to soliciting and securing high level financial support.

- Involve the Board of Trustees in cultivating, soliciting and stewarding major-prospect donors as appropriate; provide thorough briefings prior to all such meetings
- Support the team of staff and volunteers to deliver high quality events, ensuring that relationships with members and other attendees are retained and developed

### **Project Management**

- Develop an improved package of benefits for members
- Investigate and develop opportunities to expand and diversify Wikimedia UK's activities
- Expand projects with museums and other partner organisations to improve the quality of information available about their collections
- Develop the Campus Ambassador programme, which supports the development of Wikimedia activities in universities
- Initiate projects that increase individual contributions of open content material

### **Other**

- Fulfil any other duties reasonably requested by the Board of Trustees

## **PERSON SPECIFICATION**

### **Experience**

- Proven leadership experience at Chief Executive or senior management level
- Experience of working effectively with a team of volunteers
- Experience of working in a charitable or not-for-profit environment
- Successful people management and an ability to lead and work collaboratively in a small team

Working with Trustees or other non-executives to develop and implement strategic vision

- Experience of managing effectively at a senior level in a multi-disciplinary environment and of developing excellent working relationships with senior influencers across all sectors
- Vision and implementation experience
- Track record in strong financial management and of achieving sustainable growth

## **Knowledge, Skills and Abilities**

- Passionate about the aims and values of Wikimedia UK and inspires enthusiasm
- Drive, strength and credibility to lead and grow an organisation from its earliest stages; vision, innovation, strategic thinking
- Exceptional people management skills, with the ability to work with, bring together and inspire volunteers working remotely over geographically dispersed locations
- Ability to prepare effective operational and financial plans, to advise Trustees on these and to lead implementation of plans

Excellent project management abilities

- The flexibility to work with a range of stakeholders including volunteers, academics and corporate organisations
- Flexible approach, with the capability to operate effectively in a high-growth start-up environment, and identify and manage opportunities and risk
- Gravitas, with a robust approach and the facility to inspire confidence and create trust; persuasion and representational skills at the highest levels to secure funding and influence
- An excellent communicator, with the ability to explain technical terms clearly in public speaking and in speaking to the media
- Logical, clear thinking, diplomatic and patient approach
- Understanding of working with and managing volunteers; the ability to learn quickly and integrate within the Wikimedia community
- Ability to work flexible hours and locations as required

## **Desirable**

- An understanding of the open source community including copyright law and free licensing
- Data savvy, with experience in a technology start-up
- An understanding of internet technologies, in particular wikis
- An understanding of the culture and policies of Wikimedia communities
- Knowledge of other languages that are spoken in the UK

## How to apply

If you believe you have the right qualities and experience for this role, please apply to Prospectus, emailing [rebecca.green@prospect-us.co.uk](mailto:rebecca.green@prospect-us.co.uk) or via post to Rebecca Green, Prospectus, 20-22 Stukeley St, London, WC2B 5LR.

Please clearly mark your application Wikimedia UK – Chief Executive

Your application must contain the following information:

- Your current CV
- Supporting statement of no more than 500 words, outlining your interest in and suitability to fill the role
- Details of two people who may be approached for references. They should know you in a capacity enabling them to comment on your suitability for this role. Referees will not be contacted without your consent.
- Completed Equal Opportunity Questionnaire

For an informal discussion about the role, please contact Fiona Wansborough, our advising consultant at Prospectus, on (+44) 0 207 691 1920.

**Close date: Monday 1st August 10am**