



DIRECTOR – LONDON CITIZENS ADVICE

Recruitment Pack

1. Chair's Welcome Letter

Dear Candidate,

On behalf of the Board of Trustees, I am delighted to invite expressions of interest for the role of **Director of London Citizens Advice**.

This is an exceptional leadership opportunity at a pivotal moment for the advice sector in London. London Citizens Advice is now an established consortium of 28 independent Citizens Advice charities working collectively to strengthen, modernise and amplify advice services across the capital. Following a successful trial of this role, the Board is now formalising this position as our lead executive and strategic leader.

Over the past three years, significant progress has been made: the establishment of London Citizens Advice as a legal entity; the mobilisation of our network into a functional consortium; the delivery and renewal of our London-wide GLA contract; and the development of major regional bid opportunities. The foundations are strong, the network is committed, and the momentum is clear.

We are now seeking a Director who can lead our next phase — delivering the GLA contract excellently, securing major regional contracts, driving modernisation across London's advice landscape, and positioning London Citizens Advice as a delivery-focused, confident, outward-facing partner for funders, policymakers and communities. This role is uniquely challenging and rewarding. It requires political intelligence, credibility within the Citizens Advice service, strategic acumen, and the ability to unite diverse organisations around a shared purpose.

The Board is open to applicants from a range of backgrounds. Whilst the strongest candidates are likely to be experienced Chief Executives within the Citizens Advice network, we also welcome applicants from outside the service who bring exceptional leadership, transformation expertise and a compelling vision for the future of advice services in London.

This is a rare opportunity to shape the next generation of advice provision in one of the world's most complex and diverse cities.

Thank you for your interest. We look forward to hearing from you.

Jonathan Mogford

Chair, London Citizens Advice

2. About London Citizens Advice

London Citizens Advice is the regional consortium of **28 independent Citizens Advice charities** operating across Greater London. Each organisation retains full autonomy while benefiting from shared influence, innovation and collective opportunities.

Our Purpose

- To strengthen the impact, quality and visibility of advice services across London.
- To secure major regional contracts that no single local office could win alone.
- To build a modern, resilient and consistent advice offer for Londoners.
- To support the network to innovate, transform and collaborate.

Our Journey So Far

- **2022:** Formation of an informal coalition of London LCAs.
- **2024:** All 28 Boards approve the creation of London Citizens Advice as a legal coordinating entity.
- **2024–25:** Delivery and renewal of the major GLA contract.
- **2025:** Development of large-scale regional bid opportunities (e.g., Money and Pensions Service and Prison and Probation Service-related Advice opportunities).
- **2025:** Trial period of the Director role demonstrating strong sector appetite and need.

Our Ambition

London Citizens Advice is, in many ways, a start-up within a well-established national system. Our ambition is to secure significant regional contracts, modernise the London-wide advice offer, and serve as a strategic voice for advice provision across London.

3. Role Description

Job Title: Director – London Citizens Advice

Reports to: Chair of the Board of Trustees

Direct Reports: GLA Contract Lead; Operations Lead; External Consultancy Resource

Hours: 35 hours per week

Contract: Permanent, subject to 6-month probation

Salary: Competitive; aligned with Citizens Advice CEO roles in London

Location: London / hybrid, with travel and occasional evenings

4. Role Purpose

The Director is the **lead executive of London Citizens Advice**, responsible for delivering existing contracts excellently, for consolidating the organisation's foundations and for driving an ambitious programme of growth, collaboration and service transformation across the London network.

The role combines organisational leadership, network mobilisation, strategic partnership development, and leadership of high level contract bid development. It requires the ability to

operate with influence as much as authority, building trust and alignment across 28 independent charities.

5. Key Responsibilities

A. Strategic Leadership & Organisational Development

- Lead London Citizens Advice during its next critical growth phase, ensuring strong governance, high performance and financial sustainability.
- Shape and deliver the organisational strategy, in collaboration with the Board and network.
- Build internal capacity as new contracts are secured and resources grow.
- Ensure London Citizens Advice operates with agility, transparency and credibility.

B. London-wide Network Leadership

- Continue to foster a shared purpose across 28 LCAs, building a cohesive and high-trust consortium.
- Lead collaboration mechanisms within the Consortium (e.g., Funding & Mobilisation Group) that underpin successful bidding and mobilisation.
- Develop and maintain strong relationships with Chief Executive Officers and Trustees across London LCA Boards.

C. Bid Strategy, Development & Mobilisation

- Lead the development of major regional bids — especially high-value opportunities such as MAPS, MMPPS and future London-wide contracts.
- Ensure bids respond compellingly and clearly to funder needs and expectations and are credible, ambitious and grounded in strong operational capability.
- Oversee mobilisation of successful contracts, ensuring consistent quality and performance across the network.

D. Modernising & Transforming London's Advice Offer

- Champion innovation and the modernisation of the London network's advice delivery, including digital and AI-enabled transformation where appropriate.
- Ensure London's advice services evolve to meet emerging community needs and funder expectations.
- Lead programmes that improve consistency, efficiency and reach across London.

E. External Partnerships, Fundraising & Influence

- Build and maintain strategic relationships with funders including GLA, MAPS, MMPPS, corporate partners and charitable funders.
- Represent London Citizens Advice with confidence and authority at regional and national levels.
- Position London Citizens Advice as a credible, modern, forward-thinking organisation.

F. Governance & Accountability

- Work with, and account effectively to, the Board, ensuring clarity on progress, risks, opportunities and performance.
- Ensure compliance with legal, financial, contractual and governance requirements.
- Work collaboratively with the Chair to support high-quality governance, strategic direction and decision-making.

6. What Success Looks Like in the First 12–18 Months

- Excellent delivery of existing contracts, notably the GLA, and a clear, shared London-wide development strategy agreed by all 28 LCAs.
- Strong, confident relationships across the network.
- One or more major regional bids developed with the network, submitted with high-quality evidence and mobilisation plans.
- Demonstrable progress on advice service modernisation, including in support of the bids in development.
- Clear identity, credibility and visibility for London Citizens Advice.
- A stable, well-functioning central team with growing capacity.

7. Key Relationships

The Director will work closely with:

Internal

- Board of Trustees
- Chief Executive Officers and Chairs of the 28 London LCAs
- GLA contract and operations teams
- Funding & Mobilisation Group
- External consultants and advisers

External

- GLA and London borough partners
- MAPS, HMPPS and other major funders
- National Citizens Advice and the National Citizens Advice network of which London Citizens Advice is an important part
- Partner agencies, potential collaborators and competitors
- Media, policymakers and influential regional stakeholders

8. Person Specification

A. Leadership & Strategic Capability

- Proven ability to lead complex organisations or networks, ideally at Chief Executive or equivalent level.

- Experience shaping and delivering multi-year strategy and business planning in a dynamic environment.
- Ability to influence, persuade and unite diverse stakeholders without direct line authority.

B. Deep Understanding of the Advice Sector

- Strong understanding of Citizens Advice and the realities of delivering advice at scale; or
- For external candidates: demonstrable ability to quickly understand complex advice service systems and operate credibly within them.
- Knowledge of the London landscape and its social justice challenges (desirable).

C. Bid Leadership & Service Modernisation

- A strong track record in leading successful major bids, tenders or commercial proposals.
- Experience overseeing mobilisation of multi-site or multi-partner contracts.
- Ability to drive service transformation, including digital innovation and redesign.

D. Relationship Building & Partnership Development

- Exceptional interpersonal and communication skills — able to build trust, resolve conflict, and foster collaboration.
- Experience working with boards, funders, government bodies and strategic partners.
- Ability to represent an organisation with authority and clarity.

E. Operational & Governance Competence

- Strong understanding of governance, risk, financial management and organisational compliance.
- Ability to balance strategic thinking with hands-on execution.

F. Values, Behaviours & Personal Qualities

- Commitment to social justice, equality and inclusion.
- Integrity, openness and a collaborative leadership style.
- Resilience, political sensitivity and the ability to navigate complexity.
- A forward-thinking approach with the confidence to challenge and innovate.

We will assess all applications against these core criteria, so please do make sure your applications covers their full range.

9. How to Apply

Please submit the following:

1. **A personal statement (maximum 2 sides of A4)** addressing:
 - Why you want this role

- What you would bring
- Your approach to leading London Citizens Advice

2. **A comprehensive CV**

3. **Equality and diversity monitoring form**

Applications should be emailed to: recruitment@londoncitizensadvice.org.uk

For an informal and confidential discussion with the Chair, please email the same address with your contact details and availability.

Recruitment Timetable

- **Closing date:** 23 January 2026
- **Longlisting and shortlisting:** January
- **Interviews:** Structured process involving the Board and representatives of the London network
- **Offer:** As soon as possible thereafter