



Chief Financial Officer Candidate Brief

Presented by

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HAYS Executive

boundless
BY CSMA

Supporting those who keep the country running for over 97 years

Dear candidate,

I would like to thank you for your interest in joining Boundless by CSMA as our new Chief Financial Officer.

We're looking for an exceptional individual who will be the principal advisor and trusted partner to the Chief Executive Officer, the board, the executive and subsidiary MDs on all finance and compliance issues, and perform the roles of Finance Director and Company Secretary for the parent and operating companies.

We have a bold vision to help our members - who work for the public sector and civil service - make the most of their free time and money, and receive great-value products and exceptional member services.

We're proud of the excellent reputation we enjoy with our partners and the communities we work with.

To continue our journey towards excellence, we're looking for an exceptional CFO who will:

- Lead and develop the group finance function, taking responsibility for control, financial planning, budgeting and forecasting, financial analysis, tax and treasury
- Play a prominent role in managing external advisors and communicating with key stakeholders
- Manage significant corporate finance transactions, including strategic disposals and acquisitions
- Be responsible for the development of financial plans to support our strategic planning process
- In conjunction with myself and the executive team, review on a regular basis our short-term and long-term strategy

Your energy and ambition will enable us to continue building our reputation as an ambitious membership organisation.

For an informal discussion, please contact our trusted recruitment partners, Andrew Timlin and Laurence Wolahan, at Hays Executive on 07887 777735 and 07973 741661 respectively.

I look forward to receiving your application.

Colin Slinn

Chief Executive Officer

July 2020

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Boundless by CSMA is a membership association dedicated to people who work for the public sector and civil service. Our focus is to help our members make the most of their free time with exclusive benefits and perks, offers on everything from holidays and insurance products to their daily shop and inspirational ideas on things to do.

The country's public services have, of course, been doing an exceptional job of late, and we're proud to have been able to offer them a range of exclusive online offers during what has been a very difficult time.

We're one of the UK's biggest membership clubs, and we've been bringing civil servants and public-sector workers together to share interests and join in leisure activities together for over 97 years. Our participation at events around the UK has always been an essential part of what we do, and we're already planning how to return to this when safe to do so.

Our mutuality and values are the cornerstone of our club. We're driven by a member-first approach that fosters a great community spirit, and we're committed to doing this in a responsible and sustainable manner so that we not only deliver value to our current members, but also make sure our club appeals to those who will join us in the future. We deliver great-value products with an exceptional level of service, and we'll always endeavour to help improve our members' experience.

This is an exciting time to be at Boundless. Our club is caring and generous, a place where people can come together and feel valued. It's what being Boundless is all about.

Our annual report and accounts can be found [here](#).

Job Description & Person Specification

Job Description

This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed.

Position title: Chief Financial Officer

Author: Andrea Lakos/Colin Slinn

Date prepared: June 2020

Department: Finance

Team: Executive

Reports to: CEO

Responsible for: Head of Finance, Head of Risk and Compliance

DBS level (if applicable): Standard

Location: Britannia House, Brighton

Purpose of position

To be an Executive Board Director of Civil Service Motoring Association (CSMA) and Motor Leisure Services limited (MLS) under the terms of the Companies Act 2006 and the Financial Services and Markets Act 2000.

To operate as an FCA Approved Person with Director (CF1), Compliance Oversight (CF10) and Money Laundering (CF11) responsibilities under the rules of the Financial Services and Markets Act 2000.

To perform the roles of Finance Director and Company Secretary of both CSMA and MLS.

By serving on the most senior executive team, offer strategic leadership in all areas of the association's operations and in leading the finance division to take primary responsibility for identifying and assessing all matters connected to financial control within both CSMA and MLS.

To be responsible for group finance, company secretary, FCA compliance, ensuring that activities support the current and future needs of the business and also comply with the requirements of all statutory obligations that the association is subject to.

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people can come together and feel valued.
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Primary Accountabilities

- Lead and develop the group finance function taking responsibility for control, financial planning, budgeting and forecasting, financial analysis, tax and treasury
- Provide decision making support and act as the key finance business partner to the CEO, COO, CMO and MD of Parliament Hill
- With the CEO, manage the key relationships with non-executive CSMA board members.
- Play a prominent role in managing external advisors and communicating with key stakeholders. Manage significant corporate finance transactions including strategic disposals and acquisitions
- Work closely with other executive directors to identify, fund and manage acquisitions and ensure their effective integration
- To be responsible for the development of financial plans to support the strategic planning process for the Group
- In conjunction with Chief Executive Officer and executive, review on a regular basis the Group's short-term and long-term strategies
- To network and maintain professional relationships with relevant organisations and individuals to the benefit of the Group
- To manage the interface within finance and compliance and with other internal departments. To be a member of the CSMA Ltd main board and Motoring and Leisure Services board providing professional and impartial advice and challenge on finance issues. To determine and forecast future staffing needs in the finance and compliance functions
- To have ultimate responsibility for the preparation of management and statutory accounts. Provide support to all Group divisions for financial planning and control
- Compile and process the annual budget for CSMA and its group of companies and ensure that agreed reporting procedures thereon are implemented
- Compile and process the financial modelling relating to the Group's rolling three-year planning
- Oversee the management of the company secretary administration, ensuring compliance with all legal requirements, including data protection
- To be responsible for the delivery of the AGM and all associated company secretarial responsibilities
- Oversee preparation and distribution of CSMA and MLS board and committee papers
- Oversee the management of regulatory compliance within the Group
- Manage and report on risk management to the CSMA and MLS boards
- Develop systems of control adequate to identify departures from good practice and to protect the association's income
- To be responsible for adherence to HMRC requirements
- Work with all departments in the preparation of information and advice in support of all business cases and plans submitted
- Liaise with managers and other budget holders to ensure that correct accounting procedures are adhered to, and individual reporting requirements are satisfied
- To be ultimately responsible for the production of accurate and relevant management information
- Control and manage the cash flow of CSMA to remain within authorised requirements.
- Evaluate capital expenditure requests and monitor the financial performance of the projects.
- Manage all functions of the accounts department, ensuring that essential business deadlines are met and appropriate procedures are followed.
- Liaise with external auditors in the production of year-end statutory accounts.
- To actively contribute and participate towards personal continued development.
- The jobholder may be required to undertake such other duties as may reasonably be required of him/her.

Secondary Accountabilities

- To undertake special projects as and when requested by the Chief Executive Officer.
- Deal with internal requests for information on taxation and legal accounting matters and seek professional advice as necessary.

Key relationships

- CEO, COO, CMO
- Non-Executive Board Directors
- Internal and external stakeholders
- Head of Finance and team
- Head of Risk and Regulation
- Other department heads
- Bankers and auditors
- And other professional bodies and advisors

Person Specification

Specific skills or training required

Essential

- Qualified accountant with experience at Chief Financial Officer level in an SME organisation or proven financial leadership in the blue-chip financial services sector
- Strong analytical mindset capable of taking a lead role in complex transactions
- Excellent project management skills with proven experience in managing major projects
- Experience of monitoring and managing significant budgets
- Ability to make difficult decisions in an environment where such decisions impact on the success of the CSMA business

Desirable

- Experience of working at board level.
- Previous FCA 'Approved Person' status.
- Company Secretarial experience
- Excellent skills and experience of working with auditors
- Good knowledge of club organisation and associated accountancy procedures
- Good knowledge of and business background in services, leisure and magazines

Our Values and Behaviours

Value 1: Be Brave

Behaviour group	Behaviours that are a focus for this role	Notes on the behaviour expectations for the role (refer to the behaviour framework)
Speaking out	<ul style="list-style-type: none">• We challenge each other• We contribute• We give recognition	<ul style="list-style-type: none">• Challenge and contribute: Communicate the clear link to our values in top-level decisions.• Show interest and involvement in all areas of the business to motivate others• Give recognition and motivate teams
Being solution focused	<ul style="list-style-type: none">• We are results driven• We have a 'can-do' attitude• We adapt to change	<p>Results-driven: Be in constant communication with the organisation to ensure that promises made externally and internally will be delivered.</p> <p>Can-do attitude: Turn ambiguous or difficult situations into opportunities.</p>

Value 2: Go Further

Behaviour group	Behaviours that are a focus for this role	Notes on the behaviour expectations for the role (refer to the behaviour framework)
Continuous improvement	<ul style="list-style-type: none"> We bring and share new ideas We learn from experience We invest in our personal development 	<p>Personal development: Highlight the importance of learning and continuous improvement.</p>
Seeing the bigger picture	<ul style="list-style-type: none"> We see things from different perspectives We are experts in our organisation strategy We look beyond Boundless 	<p>Listen and respond: Be approachable to all and remain a positive role model</p> <p>Strategy: Excel at strategic thinking, be open to new perspectives and better ways to do things; and be creative, a visionary, and manage innovation well</p> <p>Give everyone clarity on the bigger picture and our overall strategic direction</p> <p>Allow for everyone to have a voice and take insight from external sources and the no exec board</p> <p>Engage and influence: Engage your stakeholders and create positive relationships and messaging aligned with our brand</p> <p>Effective management of resources: Monitor resource allocation across the organisation and work with exec team to identify efficiencies</p>

Value 3: In It Together

Behaviour group	Behaviours that are a focus for this role	Notes on the behaviour expectations for the role (refer to the behaviour framework)
Effective Communication	<ul style="list-style-type: none"> We have regular and timely conversations We are clear when we communicate We listen and respond 	<p>Communication: The CFO must possess executive-level communication and influencing skills with the ability to resolve issues, build consensus among groups of diverse internal/ external stakeholders, and have proven skill in negotiating and mediating conflict</p> <p>Delegation: the ability to delegate effectively</p> <p>Clear communication: Be highly visible and communicate with credibility and conviction. Cascade information effectively to all the relevant areas of the business</p>
Taking responsibility	<ul style="list-style-type: none"> We manage the available resources We follow expert guidance and advice We plan ahead 	<p>Lead and adapt to change: Lead on change and reduce the uncertainty by communicating well and putting in place appropriate support</p> <p>Look beyond Boundless: Use insight into political, economic, social, environmental and technological impacts to develop long-term implementation strategies</p> <p>Planning ahead: Apply a thorough understanding of business, commercial principles and financial practices to put plans in place and achieve business goal</p>

Value 4: Member First

Behaviour group	Behaviours that are a focus for this role	Notes on the behaviour expectations for the role (refer to the behaviour framework)
Collaborating and Partnering	<ul style="list-style-type: none">• We support each other• We work for our members / customers• We engage and influence	<p>Bring and share new ideas: Set the direction for new ways of working.</p> <p>Collaboration and support: Act as a role model for teamwork with internal and external stakeholders at a leadership level.</p>
Gaining insight	<ul style="list-style-type: none">• We collect useful data• We base our decisions on evidence• We continually build our knowledgebase	<p>Evidence based decision-making skills: use insight to clearly explain the rationale behind key decision.</p>

Terms and conditions

Salary

We offer £120,000 to £130,000 per annum

Annual performance-related payment

This role comes with a performance related bonus potential of up to 30 per cent, depending on individual and corporate performance.

Car allowance

There is a car allowance of £10,000 payable in equal instalments throughout the year.

Pension

You will be eligible for a 10 per cent non-contributory pension.

Holidays

The holiday year is January to December and annual leave entitlement is 30 days plus eight bank holidays.

To apply

Boundless by CSMA is very keen to discuss this opportunity with seasoned qualified accountants who have the requisite experience, skills and resilience as well as the relationship building and inspirational leadership capabilities to undertake this challenging opportunity.

It's a very exciting time for Boundless by CMSA. If you would like to play a valuable part in the future of the organisation, we would very much like to hear from you.

To confidentially discuss the role in further detail, please contact:

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Campaign dates

Closing date:	23 August 2020
First round of interviews:	Beginning September 2020
Second interviews:	Mid-September 2020

The above dates are subject to change