

**SHEILA
MCKECHNIE
FOUNDATION**

**UNLEASHING
SOCIAL POWER**

SMK Treasurer Recruitment Information Pack

April 2025

www.smk.org.uk

@smkcampaigners

Our history

The Sheila McKechnie Foundation (SMK) was set up in June 2005 in memory of legendary campaigner, Sheila McKechnie.

Describing herself as a “fully paid up member of the awkward squad”, Sheila led both Shelter and Which? combining a grasp of detail with a watertight argument to lead formidable campaigns. She had a high public profile and was known and loved – and feared - by many within civil society and beyond.

Her spirit, and the rigour of her approach, inspire us at SMK today.



Helping campaigners to thrive

Campaigning is vital to a healthy society. We help campaigners to thrive.

In a free and hopeful society, people need to know they have the power to make a difference: that they are able to envisage change and can push for that change to happen.

For nearly two decades, we have helped all sorts of individuals, causes and charities to find their power as changemakers – as campaigners.

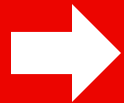
We **support, connect** and **champion** these campaigners, equipping them to go after the social change they seek.

And we see the difference it makes. The people we're lucky enough to come into contact with – through our training, our awards, our research and our networks – do extraordinary things. They dream of a different world, and then they bring it about.

They inspire us, and others, to hold on to the hope that comes from knowing that **change is possible.**



About approach



Supporting everyone working for social change

SMK takes a big picture view of campaigning and social change. We recognise that campaigners are trying to change lots of different things – from helping someone access their rights to changing policy or attitudes at a national scale.

We also recognise that there are lots of ways to campaign from awareness raising and community organising, to movement building and political lobbying. We know that social change typically happens when lots of people use different tactics across this broad 'eco system' of change.

Our job is to help campaigners and changemakers of all kinds – whether working on their own or in big organisations – understand more about how social change happens and how to design their campaigns to have the best chance of success.

At the same time, we want to build a better understanding of what social purpose campaigning is, and why it matters. And build a sense of community and solidarity among those pushing for change.

The truth is, we are all campaigners – when we need to be. Whether making sure a child gets the support they need at school or trying to shift global climate policy, this is all campaigning. And SMK is here for all of you.

What we exist to do



Support

Giving you tools to work out what actually works in campaigns.

SMK provides support to help campaigners like you think and plan clearly. Our training and consultancy support is rooted in a unique analysis of how social change happens, and expertise in a wide range of campaign disciplines.



Connect

Strengthening connections across the campaign community.

SMK has touchpoints across diverse campaign communities and disciplines. We build connections – to find common cause where it exists, better understand our differences, and share knowledge, resources and insights for change.

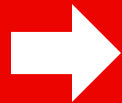


Champion

Protecting your right, and the space, to campaign.

SMK works to protect your space to campaign – calling on politicians to uphold your right to speak out, clearing away unreasonable barriers.

How we are funded



Support and Finances

SMK is supported by a wide range of funders who contribute to a mix of projects and our core costs. We generate a significant part of our income through our training activities and some consultancy work. This is supported by a small number of loyal associates.

Our most recently published Annual Report is available [here](#). Our annual turnover is c£0.6m and we operate on limited reserves.



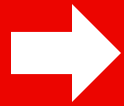
John Ellerman
Foundation



Heatherwick studio



Our Governance

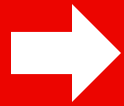


SMK is a registered charity in both England & Wales and Scotland and a registered company limited by guarantee. We also have Shelia McKechnie Trading, which is a subsidiary trading company. Our ten-person Board of Trustees is responsible for the overall governance and strategic direction of SMK providing inclusive leadership in pursuit of our aims, objectives and goals in accordance with our governing document, legal and regulatory guidelines. Board meetings are usually held in central London with the majority of other business conducted online.

We have a small staff team, currently led by an interim Chief Executive, Katie Roberts, who is in post till the end of 2025. This follows the departure of our previous Chief Executive in February. SMK is based at Shelter HQ, Old Street, London.

Our current Treasurer Stuart Davis, steps down in June 2025 after seven years on the Board. He is available for an informal conversation about the role on request.

Our next priorities



2024 into 2025 has been a challenging time for SMK. Changes in the funding environment; a drop in trading income; on-going challenges to SMK's work on power and solidarity; and extended sick leave in SMK's small team has had an impact. Two very significant decisions were made by the Board to secure SMK's future: the first, to step back from our work on power and solidarity, and the second to pause our policy and research work. These changes led to redundancies and other team members seeking new opportunities.

In March 2025, Katie Roberts joined as interim CEO with a remit to guide the organisation through a period of transition with a strong focus on financial sustainability, fundraising, and operational delivery. Great progress has already been made on rebuilding and refocusing the team.

The new Treasurer will work with the CEO, Chair and Board to explore and develop new funding models in line with the strategic direction of the charity. As well as providing financial advice, scrutiny and support for the Board and CEO to maintain a financially viable position.

SMK is also recruiting a new Chair of Trustees as Pete Moorey steps down in June 2025 after five years on the Board. We have an interim Chair in place to cover this recruitment phase and a diverse and committed Board.

Role of SMK's Treasurer

As well as the responsibilities of being a trustee, which the Treasurer shares with all the Board members, the Treasurer is expected to be the financial expert on the Board, and to provide advice on all financial matters.

Their role is to ensure the Board fulfils its duties to ensure the sound financial health of SMK, with systems in place to ensure financial accountability and sustainability.



Responsibilities of SMK's Treasurer

- Chair the Resources Group subcommittee of the Board
- Provide oversight of SMK's finances, including those of the trading subsidiary
- Provide insights to the Board so that decisions and actions can be taken on:
 - appropriate levels of reserves
 - cashflow forecasts
 - income and expenditure forecasts and budgets
 - salary levels
 - fundraising and grant management
 - debtor and creditor levels
 - treasury requirements and banking issues
 - tax issues
 - wider economic and environmental risks
- Actively participate in the creation of annual accounts, oversee the annual audit and ensure appropriate filings with the Charity Commission, etc.
- Lead on the appointment of auditors and oversee relationships with outsourced accountants and other financial services
- Be a signatory on bank accounts
- Oversee controls around financial risks, highlighting potential issues to the Board that may become reportable Serious Incidents and managing any such issues as the subject matter expert.



Person Specification

Personal qualities

- Demonstrate a strong and visible passion and commitment to SMK, its strategic objectives and cause
- Exhibit strong interpersonal and relationship building abilities and be comfortable in an ambassadorial role
- Demonstrate tact and diplomacy, with the ability to listen and engage effectively
- Provide strong networking capabilities that can be utilised for the benefit of SMK, including with funders, policy makers, politicians and partners
- Ability to inspire trust and confidence from within the campaigner community
- Ability to foster and promote a collaborative team environment
- Ability to commit the time needed to conduct the role well, including travel and attending meetings and events out of office hours



Person Specification

Experience

- Operating at a senior strategic leadership level within an organisation
- Financial strategy and management in a medium to large charity
- Charity governance and working with or as part of a Board
- Handling restricted funds over the whole grant management lifecycle
- Managing charity-related tax issues
- Fundraising and generating support



Person Specification

Knowledge and skills

- Broad knowledge and understanding of campaigning and social change, civil society and the current issues affecting it
- Qualified accountant (desirable)
- Good understanding of UK SORP requirements, and experience of charity audits
- Analytical, and able to handle both detail and high-level summaries
- Able to explain complex financial issues in a concise way to non-finance people



About the Role

Training

Training can be provided following induction. There is an option to request further development support subject to available resources.

The Board assesses its own performance annually, and monitors its diversity, skills and experience profile as part of SMK's wider commitment to Solidarity & EDI.

Remuneration

The role of treasurer is voluntary and not accompanied by any financial remuneration, although reasonable expenses for travel may be claimed.

Location

A majority of SMK meetings are in London.

Reporting

The Treasurer is responsible to the overall Board.

Time commitment

The Board currently meets a minimum of four times per year with one additional Board and staff strategic planning day held in the summer. These meetings are usually in person.

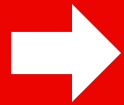
The Treasurer will additionally sit on the Resources Group which also meets four times a year. These meetings are usually online.

The Treasurer will need to be able to devote additional time to SMK as the need arises. The overall time commitment is flexible and is likely to be an average of one day a month as a minimum.

The Treasurer is appointed by the Board for a three year renewable term up to a normal maximum of six years.



How to Apply



Deadline

- 10th June, 2025

How to Apply

- Submit an expression of interest no more than two pages and a CV to recruitment@smk.org.uk
- This inbox can also be used to ask any questions or chat with the team.

Interviews

- First round interviews are expected to take place on 24th June
- If required, the second round interviews are expected to take place on the 1st / 2nd July.

Thank you!

SMK welcomes applications from anyone who can meet the above requirements. We are committed to equality and providing a diverse and inclusive workplace. We particularly welcome applications from those who are significantly underrepresented in our sector, including disabled people and individuals from Black, Asian and Minority Ethnic communities. We are happy to discuss any accommodations or adjustments needed to support your application or participation in the interview process. Please let us know how we can assist.

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