



Trustees
Unlimited

Candidate Information Pack

Trustee Appointments

August 2022



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A LETTER FROM THE CHAIR...



Celebrating just over 5 years in the UK, B Lab UK is a dynamic community of more than 800 British business working to build a inclusive, equitable and regenerative economy. Certified B Corps businesses come from every region of the UK and represent a true cross-section of industries. The B Lab UK team is incredibly proud of the vision, innovation, and tenacity of these businesses, many of which serve as proofs of concept for the most fundamental ways business can transform to be a stronger partner for society and the planet.

The purpose of B Lab UK is to redefine success in business through building a community of engaged businesses, raising awareness of the B Corp Movement, and influencing change in the UK economy. As a charity, we are in a season of rapid growth. Since the start of the pandemic, our team has more than quadrupled in size, demand for B Corp certification from UK businesses has dramatically increased, and we have created the Better Business Act, a large-scale campaign focused on economic policy change.

To deliver on our objectives in the coming years, we seek board members who are deeply attuned to the challenges and opportunities this growth brings. We seek leaders with the skills and inclination to push the definition of what it means for business to meaningfully partner with society and with nature. As our work grows, our community of businesses will become more diverse, and our policy work more complex. We seek board members who thrive on debate and collaboration, and who understand that B Lab UK is but one of many partners working for the same ends in markets across the globe. The next chapter of our work will be defined by a need to radically collaborate, push our own boundaries, and deliver on our purpose at scale.

It's my pleasure to invite you to learn more and to consider joining us as a member of our Board.

All the best,

Dr. Mary Johnstone-Louis

Board Chair - B Lab UK



THE B CORP DECLARATION OF INTERDEPENDENCE

WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION – THE B CORPORATION – WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESSES MUST BE CONDUCTED AS IF PEOPLE AND PLACE MATTER. THAT, THROUGH THEIR PRODUCTS, PRACTICES AND PROFITS, BUSINESSES SHOULD ASPIRE TO HARM AND BENEFIT ALL. TO DO SO REQUIRE US TO ACT WITH THE UNDERSTANDING THAT WE ARE ALL INTERDEPENDENT UPON ANOTHER AND THAT WE OWE A DUTY FOR EACH OTHER AND FUTURE GENERATIONS.



piredLondon

ABOUT US

B Lab is the non-profit network transforming the global economy to benefit all people, communities, and the planet.

It was created in 2006 with the mission to inspire and enable people to use business as a force for good. There are B Labs across the globe (forming the B Global Network including Australia, East Africa, mainland Europe and North and South America. B Lab UK is a charity that launched in 2015.

As part of this international network, B Lab UK leads economic systems change to support our collective vision of an inclusive, equitable and regenerative economy.

Together, we are shifting our global economy from a system that profits few to one that benefits all: advancing a new model that moves from concentrating wealth and power to ensuring equity, from extraction to generation, and from prioritising individualism to embracing interdependence.

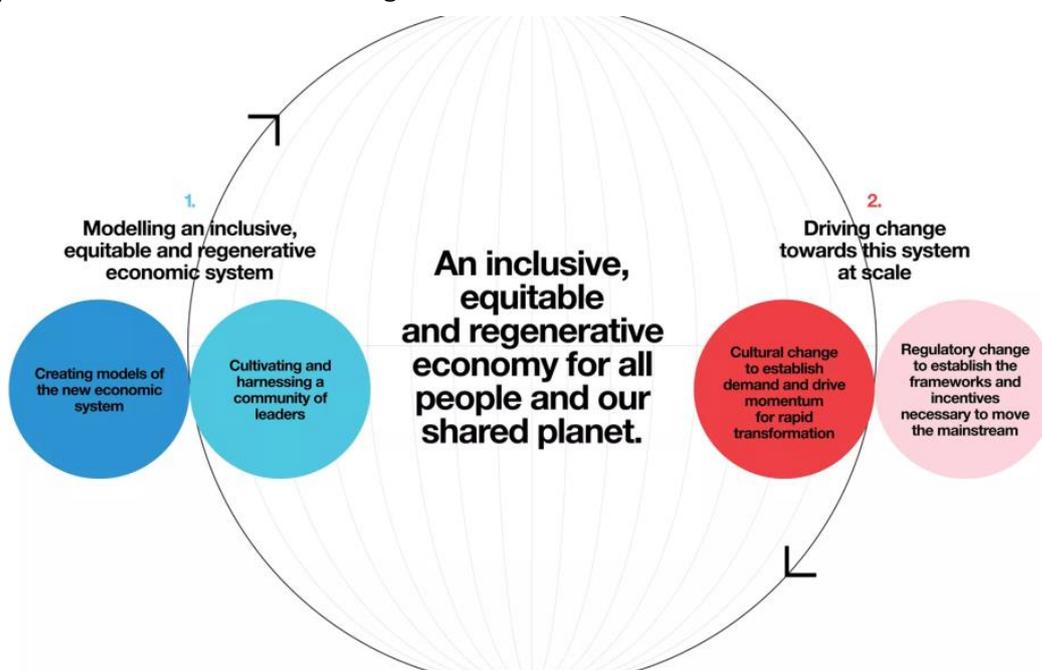
OUR STRATEGY

B Lab UK's strategy is rooted in the global Theory of Change, aiming to redefine the role of business within our economic system so that every business is a force for good.

To read more about Our Theory of Change click [here](#).

Systemic change is neither simple nor easy. It requires leadership, and it also requires a robust, credible alternative to the existing system. It is our job to deliver these essential ingredients and to make the case for the change that we need – consistently and convincingly.

We see B Corps themselves as the leaders in this shift. They are modelling both the behaviours (through the B Impact Assessment and ongoing improvement) and the governance structures (through the B Corp legal change) that will require widespread adoption if we are to achieve our goals.



B Lab UK's work is therefore focused in two key pillars:

1. Building a diverse, representative community of B Corps that are modelling the kind of business we need and engaging that community to create evidence and inspire others.
2. Making the case for these models to be adopted at scale and for changes to our economic system, focusing on both regulatory levers and on shifting cultural norms within and around business.

These two pillars of work create a powerful positive cycle: as the B Corp Community grows, we are able to make our case for change more convincing and we can reach a wider audience. The louder we celebrate our B Corps and demand change at scale, the more businesses - and people - we bring into the movement.

To read more about Our Strategy, click [here](#).

B Lab UK Board

Dr Mary Johnstone-Louis *Chair*
Amy Clarke *Board Member*
Louise Harman *Board Member*
Mark Cuddigan *Board Member*
James Perry *Co-founder & Board Observer*
Yeliz Mert *Board Observer*

Chris Turner
Executive Director



B Lab Global Leadership Team

Felipe Chajin *Executive Director, Sistema B*
Andrew Davies *CEO, B Lab Australia & Aotearoa New Zealand*
Jorge Fontanez *CEO, B Lab U.S. & Canada*
Katie Hill *CEO and Chair of Management Board, B Lab Europe*
Bart Houlihan *Co-founder & Co-CEO, B Lab Global*
Andrew Kassoy *Co-founder & Co-CEO, B Lab Global*
Ngwing Kimani *Executive Director, B Lab East Africa*
Juan Pablo Larenas *Executive Director, B Lab Global; Co-founder, Sistema B*
Victoria Liu *Co-Director, B Lab China*

Finance & Operations

Director of Finance & Operations
Eilish Kavanagh



Growth & Product

Director of Growth & Product
James Ghaffari



Community, Engagement & Programmes

Director of Programmes & Engagement
Leila Mulloy



Marketing & Communications

Director of Marketing & Communications
Rosalind Holley



HR Lead
Harriet Eldridge



Finance & Ops Coordinator
Bibiana Tellez-Garside



Finance Officer
Sharnique Williams



Management Team Administrator
Ellie Passingham



The FinOps Team is responsible for:

- Implementing operational Infrastructure
- HR Processes and strategy
- Finance management

The GAP Team is responsible for:

- Building a representative, credible and aligned community through proactive outreach with key sectors, regions, and underrepresented groups
- Managing the pipeline of businesses seeking B Corp certification and creating an engaging customer journey
- Completing the evaluation of new submissions
- Managing and developing the B Leader community

Partnerships & Product Manager
Kyle Soo



Head of Growth
Annie Olivier



Customer Success Coordinator
Joanna Adjetej



Business Sustainability Analyst
Daisy Lavington



Certification Manager
Nicole Benghiat



Business Sustainability Analyst
James Kelly



Business Sustainability Analyst
Miranda Cooper



Business Sustainability Analyst
Lucy Brown



Head of Community
Jacqueline Gunn



Impact Manager
Debbie Thackray



Impact Coordinator
Isabel McLennan



Engagement Manager
Catherine Draper



Community Support
Jessica Vyas



Community Assistant
Sam Oulton



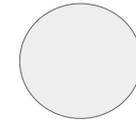
The CEP Team is responsible for:

- Stewarding the growing UK B Corp Community.
- Facilitating knowledge sharing, networking and collaboration between B Corps, through webinars, working groups and events.
- Supporting B Corps on their impact improvement journey as they move to recertify, by sharing best practice & advice on continuing use of the BIA.

Marketing & Comms Manager
Hannah Reiss



Communications Coordinator



Social Media Coordinator
Meg Dacey



The MarComms Team is responsible for:

- Setting marketing and communications strategy and delivering plans and campaigns
- Managing marketing and communications channels
- Creating compelling content
- Increasing awareness of B Corps, B Lab UK and the overall movement
- Driving engagement through modelling best practice & demonstrating opportunities for systems change
- Challenging stakeholders to participate in the movement and take action to help deliver the Vision

Better Business Act Campaign

Better Business Act Campaign Manager
Mhairi Littlewood



Summer Campaign Intern
Maisie Stewart



The BBA Campaign Team is responsible for:

- Building a supportive coalition of businesses who are backing the change to s.172 of the Companies Act.
- Maintaining and growing relationships with the coalition and using this group to progress towards our campaign goals.
- Project management across the different campaign workstreams: relationships with the coalition, public affairs and media.

ROLE OF THE BOARD

The board is responsible for providing oversight and governance to B Lab UK and supporting the executive team's leadership of the organisation and the B Corporation movement in the UK.

The board works in partnership with the Executive Director and the leadership team of B Lab UK.

The key roles of the board include:

- Oversee and contribute to development of the strategic direction of B Lab UK in pursuit of our mission
- Oversee the pursuit of B Lab UK's charitable purposes
- Ensure the financial sustainability of B Lab UK
- Ensure compliance with regulations and law

WHO WE ARE LOOKING FOR

We're looking to appoint at least three new Trustees beyond the regular rotation of the board. These appointments will add new perspectives as well strengthening the diversity of the board.

Experience of board governance is not necessary. We will ensure full induction and training where necessary for all new Trustees.

Beyond the perspectives of each Trustee, we are looking for:

- Passion for the role that business can play in creating a future that benefits all people and the planet.
- Commitment and a sense of stewardship for the B Corporation community and mission.
- Understanding of the role of a Trustee, its importance to the governance of an organisation, and the relationship between the board and ED and executive team.
- Ability and commitment to contribute to the work of the board with skills and perspectives and with time both inside and outside regular meetings.
- Integrity and a commitment to B Lab UK's values as an organisation.

The B Lab UK Board meets quarterly for regular meetings. Additional meetings and board retreats are scheduled, amounting to no more than six meetings per year.

PERSON SPECIFICATION

In your written application please give evidence of examples of proven experience in each of the selection criteria in Part One of the Person Specification. These responses will be developed and discussed with those candidates invited for interview, together with the other criteria listed in Part Two.

Part One

- Understanding of the role of a non-executive director or Trustee, its importance to the governance of an organisation, and the relationship between the board and executive team.
- Demonstrable passion for the role that business can play in creating a future that benefits all people and the planet.
- Demonstrable experience gained from one or more of the following areas:
 - Holding an executive or non-executive role in a large commercial business
 - Holding a senior role in Financial Services, capital markets, or institutional investments
 - Expertise in brand development, reputation, and strategy
 - Campaigning, specifically in relation to influencing government policy

Part Two

- Integrity and a commitment to B Lab UK's values as an organisation.
- Commitment and a sense of stewardship for the B Corporation community and mission.
- Ability and commitment to contribute to the work of the board with skills and perspectives and with time both inside and outside regular meetings.
- For the purposes of this recruitment round, B Lab UK welcomes people currently working in B Corps as well as those without direct experience with the B Corps Movement.

B Lab UK welcomes applications from a diverse range of backgrounds and encourage all who are interested in the work of the Charity to apply, including people from diverse ethnic and cultural backgrounds, people with disabilities, people from diverse educational and socio-economic backgrounds and people who identify as LGBTQ+.



HOW TO APPLY

If you are interested in applying for this role, please ensure you provide:

- A comprehensive CV, including your recent achievements, and the details of two referees
- A supporting statement, addressing your motivations for applying. This should be no longer than one side of A4.

All applications should be sent to applications@trustees-unlimited.co.uk with your full name and B Lab UK in the subject heading.

For a confidential discussion about the role, please contact Melissa Baxter (melissa.baxter@russam.co.uk / 07789 985229) or Ian Joseph (ian.joseph@russam.co.uk / 07825 267500).

Closing date for applications: Friday 30th September 2022

Preliminary Interviews with Trustees Unlimited: w/c 10th October 2022

Interviews with B Lab UK: 24th and 25th October – B Lab Offices, London.

