

March 2026

Chief Executive Officer



Charity Retail Association[®]
The voice of charity retail

Welcome

Thank you for your interest in the role of Chief Executive Officer of the Charity Retail Association - a rare opportunity to lead a respected, influential and values-led organisation at a defining moment for charity retail, sustainability and the wider reuse economy.

Charity retail has never been more visible, more relevant or more important – and CRA is at the heart of shaping its future. As CEO, you will lead the national voice for charity retail, championing the sector with confidence while also challenging convention, driving innovation and helping members thrive in a fast-changing world..

charityretail.org.uk



Why join the charity retail association now?

Charity shops and reuse operations sit at the intersection of social impact, sustainability and community life. They generate vital income for charitable causes, create opportunities for employment and volunteering, and deliver real environmental benefit through reuse and circular economy activity.

CRA is well-established, financially stable and highly respected, with a strong and diverse membership and a clear strategic direction set out in our plan From Strength to Strength (2024–2027).

The next CEO will have a unique opportunity to:

- Shape and lead the national conversation on charity retail, reuse and the circular economy
- Influence government, regulators and partners at a critical moment for sustainability and social value
- Build on strong foundations while bringing fresh thinking, modern leadership and new ideas
- Lead a confident, values-driven organisation with an engaged Board and a skilled, committed team
- This is a role for a leader who wants to make a visible, lasting impact across the UK charity and sustainability landscape.

A note from the Chair



Dear Candidate,

Thank you for considering the role of Chief Executive Officer at the Charity Retail Association.

CRA is a confident, values-led organisation with a strong reputation and a deeply committed membership. We are proud of the contribution charity retail makes across the UK not only in raising vital funds for charitable causes, but in driving sustainability, strengthening communities and delivering social value.

Our CEO Robin Osterley will be retiring after what will be 11 highly successful years, we are seeking a CEO who will build on these strong foundations while bringing curiosity, courage and fresh perspective. This is a moment to be ambitious: to champion the sector with authority, to challenge where change is needed, and to ensure CRA remains relevant, resilient and influential in a rapidly changing world.

As Chair, I am committed to working in close partnership with our next CEO. You will have the support of an engaged Board and a skilled, passionate team, alongside a genuine opportunity to shape the future direction of the Association and the wider reuse economy.

If you are excited by the prospect of leading with purpose, influence and impact, I warmly encourage you to apply.

Emma Peake
Chair, Charity Retail Association

About us

The Charity Retail Association (CRA) is the UK's membership body for charity retailers, representing organisations of all sizes that operate charity shops and reuse operations across the country.

We exist to champion, support and strengthen charity retail, ensuring the sector is recognised and valued for its social, environmental and economic impact. CRA acts as the collective voice of charity retailers with government, regulators, partners and the media, and provides practical support through advocacy, insight, training and networking.

Charity retail plays a vital role in communities across the UK – raising funds for charitable missions, creating employment and volunteering opportunities, and delivering significant environmental benefit through reuse and circular economy activity.

Role at a glance

- Job title: Chief Executive Officer
- Organisation: Charity Retail Association (CRA)
- Purpose: To lead CRA as the trusted, influential and future-focused voice of charity retail in the UK
- Location: Home-based (UK)
- Travel: Nationally, and regularly to London
- Team: Leading and managing a fully remote team
- Reporting to: Chair of Board of Directors
- Accountable to: Board of Directors
- Key focuses: Strategy, advocacy, member value, sustainability, innovation and organisational resilience
- Hours: Full time - as a flexible employer we are open to conversations about flexible working.

Package

Salary: £95k-£115k

Holiday Allowance: 28 days, 8 statutory holidays

Pension: Company will contribute 10% of salary

Purpose of the role

The Chief Executive Officer will lead CRA as the trusted, outward-facing and future-focused voice of charity retail in the UK.

The CEO will champion, challenge and reimagine the role of charity retail in a changing world, using CRA's influence to push boundaries, spark innovation and advocate for a more sustainable, equitable and impactful sector.

Acting as both ambassador and change-maker, the CEO will represent members with authority and credibility while also encouraging collaboration, fresh thinking and modernisation across the wider reuse economy.

Balancing vision with delivery, the CEO will ensure CRA remains financially resilient, digitally confident and deeply connected to its members and partners, while nurturing a confident, inclusive and values-driven culture.



Royal Trinity Hospice, Tooting

Key responsibilities

Leadership and strategy

- Lead the delivery of CRA's strategic plan *From Strength to Strength (2024–2027)* and develop future strategy in partnership with the Board.
- Anticipate sector trends and shape CRA's long-term direction, ensuring the Association stays influential and relevant.
- Translate vision into clear, measurable priorities and ensure resources align to deliver them.

Representation and advocacy

- Serve as CRA's principal spokesperson and ambassador, articulating the value of charity retail and the reuse economy to government, media, regulators and partners.
- Build strategic alliances and coalitions across the sector and beyond, strengthening CRA's position as a trusted authority and thought leader.
- Champion sustainability, circular economy initiatives and social impact, ensuring CRA leads national conversations on reuse.

Membership and sector value

- Strengthen engagement, reach and relevance across CRA's diverse membership, from national charities to small local causes.
- Promote learning, innovation and collaboration through events, training, research and networking.
- Ensure CRA listens to and advocates for members' needs, creating clear value for their membership.

Financial and organisational sustainability

- Strengthen engagement, reach and relevance across CRA's diverse membership, from national charities to small local causes.
- Promote learning, innovation and collaboration through events, training, research and networking.
- Ensure CRA listens to and advocates for members' needs, creating clear value for their membership.

People, culture, governance

- Foster a culture of trust, empowerment and collaboration within the team.
- Lead and develop a skilled, motivated and remote team.
- Work closely with the Board of Trustees to ensure sound governance and compliance with all statutory and charitable requirements.
- Protect and evolve CRA's inclusive, values-led working environment.

Innovation and insight

- Drive digital transformation and data-led insight, embracing technology (including AI) to strengthen advocacy, research and communication.
- Encourage creative thinking and experimentation, ensuring CRA stays relevant in a fast-changing world.
- Use evidence and insight to influence policy and inspire innovation across the sector.

Person specification

Experience

- Experience in senior leadership in one or more of the following: a charity, preloved retail, a membership body, social enterprise or purpose-driven organisation
- Influencing government, regulators or national stakeholders
- Building partnerships and coalitions that deliver impact
- Managing people, budgets and organisational performance
- Delivering strategic growth and innovation
- Income generation through membership, partnerships, commercial enterprises or fundraising
- Charity retail or sustainability would be beneficial, but curiosity and learning agility are essential
- Leading organisational change, transformation and continuous improvement

Knowledge

- Social enterprise environments, governance and regulation
- Sustainability, reuse and the circular economy
- Policy and regulatory contexts
- Membership organisation dynamics
- Data, digital tools and insight-led decision making
- Equity, diversity and inclusion principles

Personal qualities

- Authentic, principled and values-led
- A natural ambassador and communicator
- Inclusive, collaborative and emotionally intelligent
- Curious, courageous and forward-thinking
- Calm, resilient and grounded

Recruitment process

1. Closing date noon Monday 23 March
2. Applications will be anonymised before being considered by a shortlisting panel
3. Interviews (virtual) week commencing Monday 20 April
4. Second stage half day assessment in London, Friday 8 May
5. Recommendation of appointment ratified by Board
6. Offer of appointment
7. Due to anticipated notice periods and onboarding requirements, we would expect the successful candidate in late autumn.



How to apply

We welcome applications from leaders who share our ambition for the future of charity retail and the reuse economy.

Applicants should provide a CV and completed responses to the three supporting questions (on the next page) to recruitment@charityretail.org.uk by 12 noon, 23 March.

Please let us know if you need any special assistance or reasonable adjustments during the recruitment process.

We particularly encourage applications from candidates from ethnic minority communities, as these communities are underrepresented in our sector and we are working to address this.

Supporting questions

Please answer these in full as part of your application.

- 1 What excites you most about leading the Charity Retail Association at this point in its journey, and what would you prioritise in your first 12–18 months as Chief Executive?
- 2 CRA's role is to champion charity retail while also challenging and shaping the wider reuse and sustainability agenda. Can you give an example of how you have influenced external stakeholders to achieve positive change? What approach did you take and what was the impact?
- 3 This role involves leading a values-led organisation with a fully remote team and a diverse membership. How do you create strong culture, trust and accountability in complex or distributed organisations, and how would you apply this at CRA?

Please respond to each question in no more than 500 words. We are interested in your thinking, approach and impact rather than perfect answers or sector-specific knowledge.

Thank you