

Goods FOR Good

Providing a lifeline of vital
goods to people in crisis

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www.goodsforgood.org.uk

Chief Executive Officer Role Description

Commitment and Terms	
Salary:	Up to £62,000 per annum, depending on experience
Hours:	Full-time, permanent role
Location and Travel:	<p>Our charity hub is in Watford, Hertfordshire, candidates must be able to engage locally on a regular basis.</p> <p>Our warehousing operations are in Northampton & Biggleswade. Occasional travel within the UK & overseas to meet charity and corporate partners.</p> <p>Flexible working arrangements, including hybrid working.</p>

Organisation Overview

Founded in 2014, Goods For Good is a UK-based humanitarian aid charity that mobilises businesses to donate surplus, overstock and quality seconds to help people in need. We work to ensure that essential items, including clothing, footwear, bedding, toiletries and hygiene goods, reach vulnerable communities both in the UK and overseas.

Our model combines humanitarian aid with environmental responsibility, helping people in crisis while reducing waste and promoting a more circular, sustainable economy. By redistributing goods that would otherwise go to landfill, we provide practical support where it is needed most and create meaningful social and environmental impact.

Last year, Goods For Good distributed more than £26 million in aid, helping over 448,000 people living in extreme poverty.

By providing footwear, clothing and other essential items, we helped to restore dignity and offer hope to individuals and families facing the toughest circumstances.



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Working with over 200 corporate partners and more than 85 charity partners across the UK and internationally, we have delivered more than £80 million worth of aid since 2014 and prevented around 2,056 tonnes of usable goods from going to landfill. Our “lite” operating model ensures exceptional efficiency: for every £1 raised, we generate approximately £50 of social impact value.

The need for our work continues to grow. As poverty deepens and global crises persist, we remain focused on improving lives, restoring dignity, and protecting the planet.

Role Summary

After eleven years of dedicated leadership, our Founder and current CEO, Rosalind Bluestone MBE, will transition into the newly created role of Lifetime President once the incoming Chief Executive is appointed. Over the past decade, she has shaped Goods For Good from a small grassroots initiative into a respected international charity, and her continued ambassadorial and strategic involvement will remain central to our future.

We are now seeking a Chief Executive to lead the organisation into its next chapter — an exciting opportunity to guide a well-established, values-driven charity through a period of growth and consolidation.

Reporting to the Board of Trustees, the CEO will provide strategic and operational leadership across all aspects of the organisation’s work, from building partnerships and driving income to strengthening our impact in the UK and internationally.

The role calls for a credible, collaborative, and forward-thinking leader who can inspire confidence among partners, staff and volunteers while ensuring the charity continues to deliver outstanding results for the people and communities we serve.

The successful candidate will take up the role in early 2026.

Key Responsibilities

Strategic Leadership and Vision

- In partnership with the trustees, develop and deliver a comprehensive strategic growth plan that scales the charity and expands its mission and social impact.
- Establish measurable goals for product distribution, beneficiary reach and organisational development.
- Provide leadership to employed, contracted and volunteer teams, ensuring clarity, accountability and collaboration.
- Champion organisational values and mission alignment, ensuring that all activities reinforce the Goods For Good brand and purpose.

Partnerships, fundraising and external representation

- Cultivate relationships with manufacturers and retailers to source overstock, surplus and quality seconds.
- Develop and champion corporate fundraising, establishing multi year commitments
- Build and strengthen our partnerships with trusts, foundations, & funding agencies.
- Develop corporate social responsibility partnerships that deliver mutual value and long-term support.
- Lead the development of our “Kind Network”, expanding collaboration with charity partners and community groups.
- Identify and replicate successful partnership models across new communities.
- Represent Goods For Good externally, acting as a credible and trusted ambassador.

Team Leadership and Development

- Lead by example, demonstrating a hands-on and collaborative approach.
- Provide supportive, visible leadership to staff and volunteers.
- Foster a positive, inclusive and high-performing culture rooted in compassion, efficiency and respect.
- Mentor and develop colleagues and volunteers, supporting professional growth and well-being.
- Through the “Kind Network”, showcase Goods For Good as a best-in-class charity and partner of choice.

Operations Management

- Oversee end-to-end surplus product acquisition, warehousing and distribution
- Ensure logistics networks operate efficiently, maximising product movement at the lowest cost.
- Ensure that due diligence protocols and a robust partner assurance process is in place for all recipient charities receiving goods from GFG.
- Implement technology and systems to track inventory, distribution and impact data.

Financial Management

- Oversee budgeting, financial planning and resource allocation in line with the charity’s strategic objectives.
 - Deliver agreed fundraising and income targets to sustain and grow the organisation.
 - Ensure financial transparency and accountability to all stakeholders.
 - Develop sustainable funding models that balance grant income, partnerships and commercial opportunities.
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Person Specification

Education and Experience

- A deep commitment to Goods For Good's mission and the capability to significantly scale our successful charity.
- At least 10 years of senior leadership experience within the charity or non-profit sector, ideally in humanitarian aid, sustainability or social impact.
- A dynamic fundraiser, with proven experience of raising +£500,000 annually.
- Demonstrable success in partnership development, stakeholder engagement and organisational growth.
- Preferably, experience in supply chain management, logistics or distribution operations.

Core Competencies

- Practical, solutions-focused approach with a willingness to get involved and make things happen.
- Compassionate leadership underpinned by strong business acumen.
- Proven ability to manage complex operations and budgets effectively.
- Excellent communication and interpersonal skills for engaging diverse stakeholders.
- Strategic thinking with the ability to translate vision into actionable plans.

Leadership Qualities

- Collaborative leadership style that empowers teams and builds consensus.
- Cultural awareness and sensitivity to diverse community needs.
- Innovative and resilient, with the emotional intelligence to lead through challenge and change.
- Commitment to transparency, accountability, and ethical practice.

Application Process

Applications should be sent in the first instance to Mark Ashman, our Chair of Trustees.

Email: Mark.Ashman@goodsforgood.org.uk

Interested candidates should submit an up-to-date CV and cover letter, outlining their motivation for the role and how their experience aligns with Goods For Good's mission and future goals. Applicants should include examples of their approach to fundraising, leadership and how they have transformed or scaled charities, to deliver greater impact.

We are an equal opportunity employer committed to diversity, equity and inclusion in all aspects of our work and recruitment practices.