



ADVOCACY ACADEMY

Executive Coach/Critical Friend

Information For Prospective Applicants

CONTACT FOR ENQUIRIES

recruitment@theadvocacyacademy.com

SUMMARY

Position Title: Executive Coach/Critical Friend

Compensation: Approximately £5,000 per year

Activities include:

- Monthly one-to-one coaching sessions
- Participation in leadership team planning sessions, strategy meetings and away days
- Ad hoc consultations vial email, phone, or virtual calls as needed

Contract Duration: Initial one-year appointment, with potential for renewal based on mutual agreement and effectiveness

ABOUT THE ADVOCACY ACADEMY

The Advocacy Academy (TAA) is a youth movement dedicated to building a generation of young leaders who are passionate about social justice. We equip young people with the skills, knowledge, and confidence to create meaningful, lasting change in their communities. TAA is scaling its impact to solidify its position as the leading organisation in youth leadership development for social justice. We believe leadership should reflect the values we champion: authenticity, equity, and resilience. To support this journey, we are seeking an **Executive Coach/Critical Friend** to provide strategic and values-driven support to our CEO as we navigate this exciting and complex growth phase.

ROLE OVERVIEW

The role of the **Executive Coach/Critical Friend** is critical in helping TAA's CEO strengthen their leadership capacity, align decisions with organisational values, and guide the organisation through growth with clarity and confidence. This individual will provide tailored, value-centred coaching and act as a trusted thought partner and constructive challenger. This opportunity is particularly suited to someone with experience supporting the leadership journeys of **women of colour** and a deep understanding of the unique challenges and strengths they bring to leadership roles. It is also ideal for someone who can contribute to building a collaborative, equity-driven, and high-performing leadership culture at TAA.

KEY RESPONSIBILITIES

1. **Coaching and Growth:** Deliver regular one-to-one coaching sessions focused on the CEO's professional growth, leadership style, and strategic thinking, tailored to their unique leadership journey.
2. **Critical Insight:** Act as a Critical Friend, offering objective feedback, constructive challenge, and a sounding board for leadership decisions, particularly in moments of complexity or uncertainty.
3. **Strategic Guidance:** Support the CEO in navigating strategic challenges and ensuring alignment between leadership actions and TAA's mission and values.
4. **Leadership Team Collaboration:** Attend and contribute to leadership team planning sessions, strategy meetings, and away days, providing insights to support team cohesion and direction.
5. **Skill Development:** Help the CEO refine key skills such as decision-making, prioritisation, managing conflict, and effective communication.
6. **Continuous Improvement:** Foster a culture of learning and accountability by identifying opportunities for growth and embedding reflective practices into leadership routines.
7. **Ad-Hoc Support:** Be available as a trusted advisor for urgent leadership matters or unforeseen challenges requiring rapid responses.
8. **Dreamer/Scalable Vision:** Support in developing a compelling long-term vision that inspires stakeholders and sets a clear direction.

SKILLS AND EXPERTISE

- **Executive Coaching Experience:** Proven experience in executive coaching or senior leadership development, particularly within mission-led or social justice organisations.
- **Cultural Awareness and Equity:** Deep understanding of systemic inequities and experience supporting **women of colour in leadership**, with an empathetic, empowering, and equity-driven approach.
- **Organisational Dynamics Expertise:** Skilled in navigating organisational change, team dynamics, and strategic growth within complex environments.
- **Restorative and Reflective Practices:** Expertise in coaching methods that centre on equity, restoration, and trust-building within teams.
- **High Emotional Intelligence:** Ability to create a safe, empathetic space for honest and vulnerable conversations while constructively challenging assumptions and behaviours.
- **Trustworthy and Reliable:** A proven ability to balance support with constructive critique while maintaining a trusted and independent position.

BEHAVIOURS AND WAYS OF WORKING

- Commitment to TAA's mission of social justice, youth empowerment, and values-driven leadership.
- Adaptable and responsive to evolving needs while maintaining a focus on long-term goals.
- Open and honest communication with a collaborative and empathetic approach.
- Independent and professional, with clear boundaries as an external consultant.

WHAT WE ARE LOOKING FOR BEYOND SKILLS

We're seeking someone who:

- **Aligns with our values:** You believe in social justice and share a commitment to amplifying the voices of those often marginalised.
- **Has a growth mindset:** You are passionate about helping others grow while reflecting on and refining your own practices.
- **Thinks creatively:** You bring fresh ideas and innovative solutions to complex challenges.
- **Acts with empathy:** You build trust through care and understanding, especially when navigating sensitive or difficult conversations.

HOW TO APPLY

Interested candidates are invited to submit a short proposal (maximum two sides of A4) to recruitment@theadvocacyacademy.com indicating the position title as the subject of the email. The proposal should outline their suitability for the role. Include an up-to-date CV or professional biography. Proposals should highlight:

- Relevant experience in coaching, leadership development, and equity-driven work.
- How your approach aligns with TAA's mission and values.
- Your understanding of the specific challenges and opportunities in supporting women of colour in leadership.

DATES

- **Closing Date:** The deadline for applications **31st January 2025**.
- **Interviews:** will be scheduled for **February 2025** (Specific dates TBC).

NOTHING ABOUT US WITHOUT US

We aim to be representative of the community we are working with. We encourage applications from people of colour, those who identify as LGBTQIA, working class as well as disabled people, those living with mental health conditions, refugees and migrants. We welcome people from all identities who are made to feel marginalised.

We're not just committed to being an equal opportunity employer, we actively celebrate diversity in all its forms. Let us know if we can do anything to make the application or interview process more accessible. If you are invited to interview, we will at that point ask you for any accessibility requirements or preferences.

We make all reasonable adjustments to you in your work if you are disabled or have a health condition. We support the [Access to Work](#) scheme which could provide you with financial support to get the help you need to do all tasks successfully. We are happy to facilitate Access to Work assessments and reclaims, and would actively welcome applicants who would need this in order to do the job.

We welcome applications from people with **convictions**. Please disclose in your application if you have any convictions, cautions, reprimands or final warnings that are not "protected" (as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)). **We consider each person on their own merits, taking into account all the circumstances.**