



stori

Start A New Chapter

Chief Executive Officer

Recruitment October 2026

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YOUR APPLICATION

Thank you for your interest in this Chief Executive post at Stori. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

You will no doubt do your own due diligence but do read this pack carefully as it will provide you with a good overview of the organisation and role. After you have done that, please feel free to get in touch with one of us, so that we can talk through your offer and get a sense of how that aligns to what Stori is seeking.

To apply, we will need the following from you:

- A CV. Make sure this confirms your current/most recent roles (you can sum up earlier roles, say before the last 15 years), tell us about your achievements so we get a picture of your skills and experience, and try to keep it to two pages or three at most;
- A personal statement. We want to hear about your motivation, why this role/organisation, and you will also want to evidence how relevant your offer is to the role specification; again ideally in two to three pages; and
- The declaration form, which is accessible via the role page on our website and includes space to indicate if you cannot attend any of the interview dates.

Please submit your completed application documents using the online form, which is accessible via our jobs page: www.campbelltickell.com/jobs. You will receive an email confirmation and see an onscreen confirmation message after submitting your application, but if you have any issues, you can call 020 3434 0990.

The role closes at 9am on Friday 30th October 2026. Please ensure we receive your application in good time.

Do contact one of us if you wish to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply.

Alice Morris

**Consultant
Campbell Tickell**

alice.morris@campbelltickell.com

07931 432033

WELCOME

Thank you for your interest in becoming the next Chief Executive of Stori. This is a defining moment for our organisation and an exceptional opportunity for a leader who shares our ambition, values, and belief in the power of positive change.

At Stori, we do far more than provide housing. For over 35 years, we have worked across Wales as a not-for-profit, people-centred organisation dedicated to helping individuals and families build new futures. Every day, we support those facing complex challenges including homelessness, domestic abuse, mental ill health and more, enabling them to move forward with dignity, resilience and hope.

We have recently launched an ambitious five-year strategy that sets a bold course for growth, innovation and deeper impact. Built around three clear strategic aims, this plan will see us expand our reach, strengthen our services, and continue to redefine what a forward-thinking Registered Social Landlord can achieve.

Stori is an organisation with both breadth and depth. Alongside delivering specialist supported housing, we lead award-winning employability programmes, national education initiatives and provide high-quality training to partners across the public, third and commercial sectors. This unique combination of services enables us to support people holistically and create lasting change.

As Chief Executive, you will play a pivotal role in shaping the next chapter of Stori's journey. Reporting to the Board, you will provide clear and inspiring strategic leadership, ensuring the organisation remains financially sustainable, well-governed and fully aligned with its purpose. You will lead a talented Executive Team, champion equality and inclusion in all that we do, and embody our core values of being Fair, Flexible and Inspiring.

This is more than a leadership role. It is an opportunity to make a meaningful and lasting contribution to communities across Wales. We are seeking an individual with vision, integrity and energy, who can harness our strengths and guide us confidently into the future.

If you are inspired by the opportunity to lead a purpose-driven organisation at such a significant point in its journey, we would be delighted to hear from you. Our recruitment partners, Campbell Tickell, are supporting us with this appointment and would welcome the opportunity to discuss the role with you in more detail.

Sincerely,

Hugh

Chair of the Board



ABOUT STORI

We're a Registered Social Landlord with a difference. Yes, we provide specialist supported housing, but that's just one part of our story. We work with individuals and families facing homelessness, domestic abuse, mental ill health, and other challenges – helping them overcome barriers and take the next steps toward a brighter future.

We also deliver award-winning employability programmes, national education initiatives (including our Spectrum and Cwtch projects), and a wide range of specialist training for the public, third and commercial sectors.

Financially strong and well governed, Stori is powered by a team of creative, committed, and passionate professionals who live our values every day. We collaborate closely with our tenants, clients and partners, and we never stop learning, evolving and striving to do more.

To learn more about Stori, and our ambitious plans for the future please follow the links below to our 2024/25 Annual report, and our 5-year strategic plan which we launched in September 2025:

[Annual Report 2024/2025](#)

[Our Strategic Plan: 2025-2030](#)

Our impact

We support over 1500 people across Wales every year. Our Housing Support Grant-funded services, Families First programmes and children and young people's projects continue to grow year on year; providing tailored, person-centered support that empowers people to build safer, brighter futures.

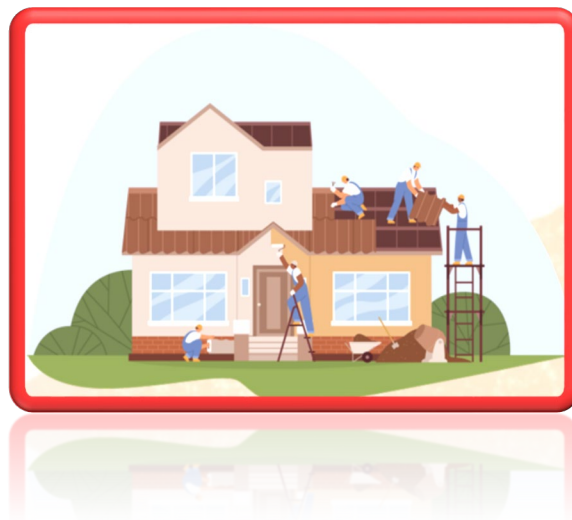
We're also growing our supported housing portfolio; increasing the properties we own and manage by over 15% over the past 2 years. These additions reflect our strategic commitment to continually grow Stori's housing stock, ensuring we can meet increasing demand and provide safe, high-quality homes for those who need them most.



OUR MISSION

Stori is here to enable people to enjoy safer, brighter futures.

We're here for anyone in a situation that makes it hard for them to live safely at home. That could be due to domestic abuse, homelessness, mental ill health, being affected by drug or alcohol use or other challenges.



Stori is a community organisation with a social purpose; we're here to make a positive difference to the lives of our tenants, clients, learners and colleagues; but we're also here to strengthen communities by working with our partners across Wales.



We provide the space, support and skills to help people build a brighter and safer future. We do this by providing safe, warm homes for people when they need them most; by providing great person-centred support; and by supporting people to develop their skills, confidence, knowledge and independence.



JOB DETAILS

Role

Chief Executive Officer

Salary: c.£100,000

Responsible to

Stori's Board of Management

Direct Reports:

- Director of Resources
- Directors of Service
- Director of Development
- Executive Assistant

Work Location:

Hybrid (option to be based from any Stori office base and to work in line with the organisation's hybrid working policy)

ROLE SUMMARY

Role Purpose

The Chief Executive is responsible to the Board for the overall leadership, strategy, performance, and governance of Stori.

The role provides clear strategic direction, ensures high-quality, person-centred services, and leads the organisation to achieve its long-term ambitions within a strong regulatory and financial framework.

The Chief Executive also acts as the principal ambassador, building partnerships, influence, and reputation across Wales and beyond.

The Chief Executive role focuses on six integrated areas:

- Strategic Leadership & Vision
- Governance & Board Relationship
- Organisational Performance & Delivery
- Financial Strength, Risk & Compliance
- People, Culture & Values
- External Influence & Partnerships

KEY RESPONSIBILITIES

Strategic Leadership & Direction

1. Lead the development and delivery of Stori's vision, strategy, and business plan in partnership with the Board
2. Ensure the organisation is forward-looking, innovative, and responsive to policy, regulatory, and market changes
3. Translate strategy into clear priorities, targets, and measurable outcomes
4. Promote client, learner, and tenant voice in shaping organisational direction

Governance & Board Engagement

5. Maintain a trusted, transparent, and effective relationship with the Board and Chair
6. Ensure compliance with all regulatory, statutory, and legal requirements
7. Provide clear and timely reporting to support Board decision-making
8. Oversee risk management frameworks, assurance systems, and internal controls
9. Maintain high standards of corporate governance

CORE ACCOUNTABILITIES

Organisational Leadership & Performance

10. Lead and inspire the Executive Team to achieve high performance
11. Ensure services are person-centred, high quality, and outcome-focused
12. Promote collaboration across all organisational functions
13. Foster a culture of accountability, innovation, and continuous improvement

Financial Leadership, Risk & Compliance

14. Ensure financial viability and long-term sustainability
15. Oversee financial planning, including forecasting, treasury management, and investment strategy
16. Maintain robust risk management, audit, and assurance processes
17. Ensure compliance with regulatory standards and statutory obligations
18. Safeguard organisational assets and ensure efficient use of public funds

People, Culture & Values

19. Build and sustain a high-performing, inclusive, values-driven culture
20. Lead, develop, and support the Executive Team and wider workforce
21. Promote staff engagement, wellbeing, and professional development
22. Embed organisational values (Fair, Flexible, Inspiring) in leadership behaviours
23. Champion equality, diversity, and inclusion

External Leadership, Partnerships & Influence

24. Act as the public face and ambassador of Stori
25. Build strong relationships with Welsh Government, regulators, local authorities, partners, and funders
26. Influence sector policy and development
27. Identify and secure growth opportunities
28. Position Stori as a partner of choice

General Responsibilities

29. Operate in line with all Stori policies and procedures, including Health & Safety, Equal Opportunities, and Customer Services
30. Ensure compliance with Data Protection legislation
31. Maintain effective working relationships to support organisational objectives
32. Adhere to the Code of Conduct and demonstrate professionalism at all times
33. Participate in relevant training and continuous professional development (CPD)
34. Support a culture of continuous improvement
35. Undertake additional duties aligned with the role as required by the Chair of the Board

PERSON SPECIFICATION

Experience

- Significant senior leadership experience at Executive or Director level
- Proven track record of strategic leadership and organisational transformation
- Experience in a regulated environment (e.g. housing, public, or third sector)
- Demonstrated success in driving performance, managing complexity, and delivering change

Knowledge & Skills

- Strong understanding of governance, regulation, and risk management
- Excellent financial and commercial awareness
- Advanced strategic thinking and analytical capability
- Exceptional communication, influencing, and stakeholder management skills
- Strong political awareness and ability to influence at senior levels

Leadership & Personal Qualities

- Inspirational, values-led leader with high personal integrity
- Ability to engage, motivate, and develop high-performing teams
- Collaborative, inclusive, and relationship-focused approach
- Resilient and adaptable in complex environments
- Strong commitment to tenant-focused service delivery and social impact

Desirable

- Experience within the social housing or supported housing sector
- Understanding of the Welsh policy and regulatory context
- Ability to communicate in Welsh (or willingness to learn)



KEY TERMS AND CONDITIONS

Chief Executive	
Hours of Work	Standard full-time hours are 37hrs per week
Salary	c.£100,000
Car	Business mileage paid at current HMRC mileage rates
Pension	Stakeholder pension scheme provided by Standard Life
Annual Leave	27 days + bank holidays
Probation	Your employment is subject to a probationary period of 6 months from your start date.
Notice Period	One month during probation period or any extended probation period, 26 weeks thereafter.
Sickness Pay	Occupational sick pay scheme
Training	Excellent training opportunities
Professional Subscription	One professional subscription paid per annum.
Other	Enhanced Holiday Entitlement Employee Assistance Programme Additional 'Stori Day' day off Occupational Sick Pay Pension Scheme Refer a Friend Scheme Staff Recognition Scheme Life Assurance Electric Car Purchase Scheme

KEY DATES AND SELECTION PROCESS

Closing date: Friday 30th October 2026 | 9:00am

We will be in touch to let you know the outcome of your application w/c 2nd November 2026

First stage selection interviews: TBC | via Teams

Longlisted candidates will be interviewed by a Campbell Tickell panel.

Stakeholder Sessions:

Candidates may have the opportunity to meet with a selection staff & Tenants during this process.

Final stage interviews:

Wednesday 11th November 2026 (in person, Carmarthen)

Candidates will be invited to a final panel interview with the selection panel which will include Hugh Irwin (Chair) and a number of other Board members. Alice Morris from Campbell Tickell will also be in attendance





Chief Executive Officer

c. £100,000 per annum | Wales - Hybrid with travel

The role can be based in any of Stori's offices - Carmarthen, Swansea, Bangor or Pontypool with the requirement for visibility at the Head Office in Carmarthen

Stori is seeking an exceptional Chief Executive Officer to lead the organisation through an exciting period of ambition, growth and transformation. This is a rare opportunity to shape the future of a purpose-driven organisation that combines commercial strength with a deep social mission, improving lives and creating opportunities for people and communities across Wales.

Reporting directly to the Board, the Chief Executive will provide inspiring strategic leadership, ensuring Stori continues to deliver outstanding services while remaining financially strong, well governed and true to its values. As Stori's principal ambassador, you will build influential relationships across government, regulation, housing, health and the wider public and voluntary sectors, strengthening the organisation's reputation and identifying opportunities for growth, partnership and impact.

We are looking for a visionary, values-led leader with a successful executive track record, the credibility to influence at the highest levels, and the strategic, financial and governance expertise to lead a complex organisation through its next chapter. Above all, you will share our commitment to delivering person-centred services and creating lasting social impact.

If you are motivated by purpose, excited by opportunity, and inspired by the chance to make a meaningful difference, we would be delighted to hear from you.

For further discussion, please contact:

Alice Morris – Consultant | 07931 432033
alice.morris@campbelltickell.com

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You can also download a recruitment pack at www.campbelltickell.com/jobs

Closing date | Friday 30th October 2026 | 9am

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CAMPBELL
TICKELL

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