



# Chief Financial Officer

October 2024



# Message from WeForest's Chief Executive, Marie Noelle-Keijzer

Dear Candidate,

First off, thank you for considering being part of WeForest's journey for the next decade. 🙏

## Why do we need you?

We're at a pivotal point, and we're looking for people who are as passionate as we are to help shape our strategy for the future. We've achieved a lot in the past 15 years, but we believe the best is yet to come, and we want you to be a part of it.

We'll be working closely together, so if you'd like to get to know me and hear a bit about our story, check out [this short video](#).

## What makes us different?

At WeForest, we take a holistic, science-driven, and community-centered approach to restoring our planet's forest landscapes. Here's a quick snapshot of what we're all about:

### Holistic Approach

We blend scientific research with local insights to boost biodiversity, support sustainable growth, and protect essential resources like water. For example, in Ethiopia, we're combining forest restoration with community-led water and soil conservation efforts.

### Strategic Geographies

We focus on key regions where our impact can create a ripple effect. Our 30,000 ha project in Lavushimanda, Zambia, for instance, is helping rejuvenate areas that impact both the Zambezi and Congo Basins, which sustain over 100 million people.

### Transparent Impact

Our projects are led by in-house experts, using data and science to guide every step. We're big on transparency and regularly get third-party verifications to keep us on our toes.

### Locally-Led Projects

We believe in co-creating with local communities, making sure our projects are not just sustainable but also resonate deeply with the people on the ground. It's all about creating ownership and driving long-term success.

## So, why does all this matter?

Nature-based solutions can provide up to one-third of the emissions reductions needed to keep us on track with the Paris Agreement. That's huge! To reverse global warming and protect the biodiversity that sustains life on Earth, we need to restore and protect an area the size of the United States—equivalent to planting and nurturing 1 trillion trees. Ambitious? Yes. Possible? Also yes!

## Our Impact So Far:

- **71,000 hectares restored** directly, with nearly 100 million trees.
- **3 million hectares of surrounding landscapes** positively impacted—an area as large as Yosemite National Park.
- **With more support, we could double our impact** in the next five years.

## Our Current Challenges

We used to rely heavily on corporate sponsorships (80% of our funding), but with the rise of carbon credits and new climate regulations, we're seeing a shift. Many companies are now leaning towards carbon credits instead of traditional sponsorships, and we're exploring the best way to adapt to this new landscape. It's challenging, but also exciting—it's all part of the growth journey!

Are you ready to jump in and help us figure this out?

We can't wait to see how your unique skills and ideas can help make this vision a reality.

Warm regards,  
Marie-Noëlle Keijzer  
WeForest CEO and Co-Founder 🌳



## About WeForest

WeForest is an international NGO headquartered in Brussels with teams and projects across Africa and Latin America - with a focus on its entities in Zambia, Ethiopia, and Malawi.

The aim of WeForest is to demonstrate, through the restoration of entire regions, that well-planned reforestation can be the solution to today's biggest challenge: climate change. This is done by promoting Forest and Landscape Restoration best practices and through the creation of a global movement engaging brands, and their customers to act toward their aims.







## The Role

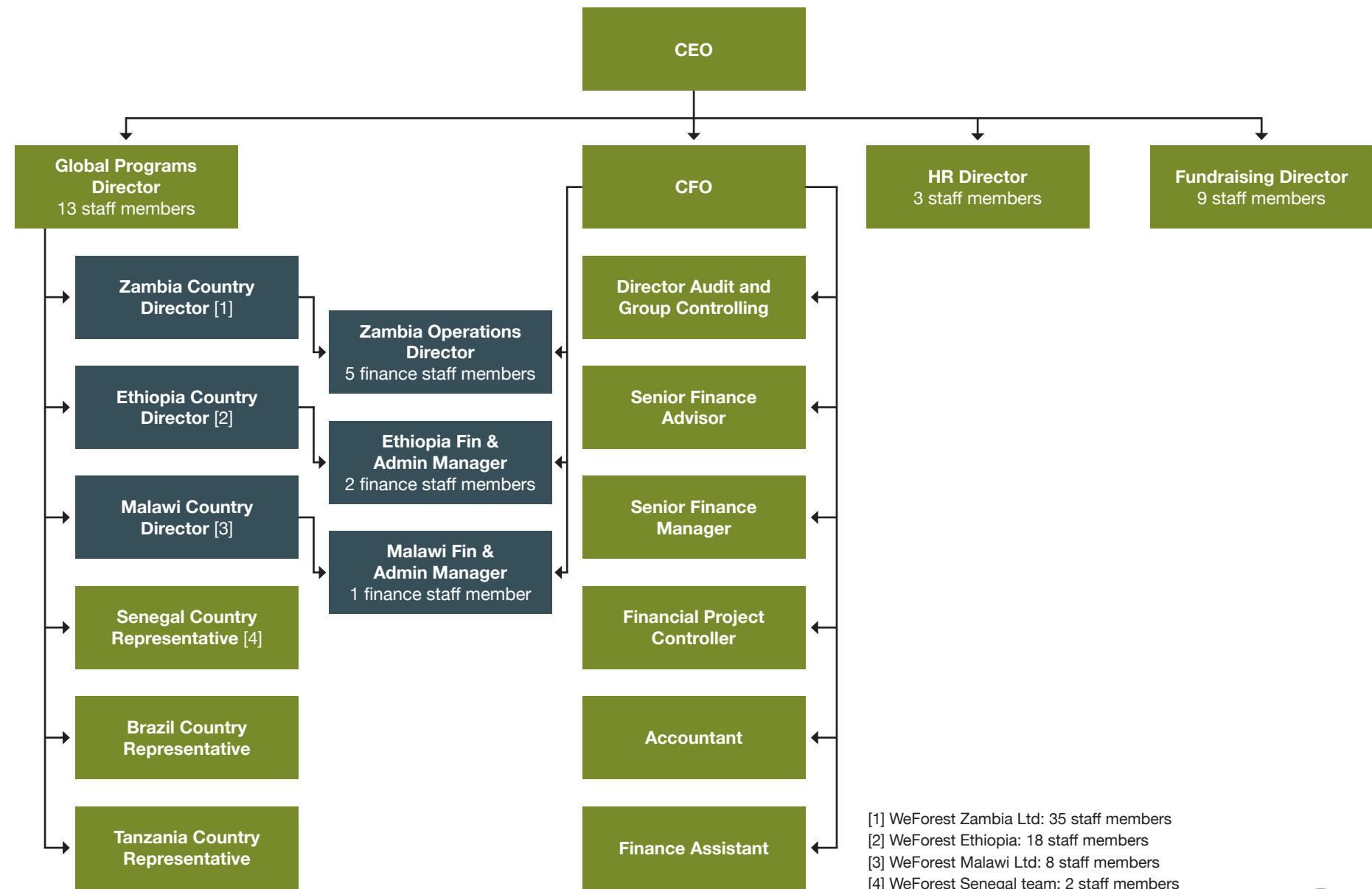
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<b>Role:</b>	Chief Financial Officer
<b>Location:</b>	Within a distance that would allow attendance in the Brussels head office circa 3-4 days a month.  This attendance would be needs based and aligned and planned with other senior staff (specifically the CEO) to ensure adequate senior interaction and leadership discussions.
<b>Closing Date:</b>	9th December 2024
<b>Salary:</b>	EUR 100,000-110,000 (Dependent on residency and working arrangement).
<b>Direct Reports:</b>	Group Controlling, Audit and Compliance Director, Senior Finance Advisor, Senior Finance Manager (P/T), Financial Project Controller, Accounting Assistant (P/T), Finance Assistant.  NB: In-country finance directors have a dotted line relationship with the CFO.
<b>Benefits:</b>	Benefits are defined for employees residing in Belgium, France and Netherlands but may change based on a different country of residence. For Belgium, France and the Netherlands, details can be provided on request.

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# Job Summary

WeForest sees an accomplished and passionate Chief Financial Officer to join their senior team and provide leadership to WeForest. The CFO will be instrumental in ensuring the highest quality of business operations, driving efficiency and effectiveness, as well as providing financial, risk management and governance leadership. They will provide leadership at the highest levels of the organisation and be a key contributor to the evolution of the organisation's growth strategy. The CFO will oversee multiple teams based in Belgium and across the globe.



[1] WeForest Zambia Ltd: 35 staff members  
[2] WeForest Ethiopia: 18 staff members  
[3] WeForest Malawi Ltd: 8 staff members  
[4] WeForest Senegal team: 2 staff members





## Responsibilities

### Strategic Leadership for Future Growth

- Collaborate with the executive team to finalize and implement a 10-year strategic plan, focusing on key areas such as carbon certification, sustainable business models, geographical expansion, and organizational structure.
- Lead the creation of scalable business models (including revenue models for project-based initiatives, carbon credits, and livelihood improvements) to enhance WeForest's appeal to sponsors and ensure long-term sustainability.
- Establish sales targets and spearhead growth initiatives to foster a performance-driven culture.
- Serve as a strategic advisor to the CEO and executive team, offering insights and recommendations on operational and financial strategies that influence the organization's overall direction.

### Financial Leadership

- Oversee financial operations and ensure robust financial oversight across all country offices, implementing risk management frameworks and internal controls to empower local operations while maintaining accountability.
- Lead the annual budgeting process, aligning financial projections with strategic priorities and program objectives.
- Oversee external and internal audit processes, ensuring compliance with financial regulations and standards while promoting transparency and accountability.

### Operational Efficiency & Back-End Alignment

- Lead the integration and optimization of back-end processes across all entities, ensuring efficiency and alignment in legal, contractual, bidding, pricing, IT systems, and GDPR compliance.
- Drive the standardization of performance KPIs for sales, resource allocation, and operational efficiency, establishing systems for continuous improvement and monitoring.
- Foster a culture of high performance and accountability, promoting effective communication and collaboration across teams and geographies.

### Risk Management & Governance

- Develop and implement a comprehensive risk management framework, proactively identifying, mitigating, and resolving operational, financial, and compliance risks.
- Ensure governance structures are effective, aligning policies and procedures with strategic priorities and the organization's risk profile.
- Manage legal compliance and regulatory requirements across WeForest's global operations to safeguard the organization's integrity.



# Candidate Profile

WeForest are looking for an accomplished and experienced individual able to fulfill the role of Chief Financial Officer. Highly experienced at leading and overseeing the functions of finance, , legal, compliance and risk, and other business services (i.e. IT), this individual will come with a passion for environmental sustainability, preferably from an organisation with this focus or similar.

The individual will be an emotionally intelligent leader, able to model effective organisational values provide direction and advisory on strategy and organisational development and bring fresh leadership capacity to the organisation as it grows and develops. WeForest are looking for an individual who can work effectively with senior leadership peers, guide departmental leads and country offices, and, more broadly, inspire and motivate all staff. The organisation seeks someone who can lead, advise, guide and manage to a level in line with the aspirations of the organisation and the urgency of its mission.

## Experience and Knowledge

- Experience of successfully leading at executive or board level. At least 10 years of professional experience in a senior finance and operations leadership role, with demonstrated success in managing teams, office operations, and budgets at a regional level.
- Knowledge and experience of the not-for-profit sector, preferably of non-government organisations in the sustainability, environment or conservation specialism.

- Experience of organisational strategy development and the development of effective resourcing and operational planning to meet this.
- Experience of entity compliance and risk management and leadership/ oversight of functions in a similarly sized organisation, or larger.
- Proven experience in supporting resource mobilization, including strategy development, multi-channel fundraising, and effective donor management and reporting. Familiarity with corporate partnerships in a non-profit environment is preferred. Additionally, experience in working with donors, grant reporting, and fund accounting in an international context is essential
- Commitment to WeForest's mission and values, with a desire to contribute to global efforts to combat climate change and protect biodiversity

## Skills

- Exceptional financial management skills with an advanced degree in business administration or similar, accounting, finance, or related field (CPA or MBA preferred)
- Strong understanding of compliance, accounting principles and financial analysis
- Outstanding analytical skills for strategic planning
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with diverse stakeholders







## How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process. The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (ddmmyy) e.g., Marine-Helsen-CV-102024-WEFOREST or Marine-Helsen-CoverLetter-102024-WEFOREST.

### Timeline

Closing Date:	9th Dec 2024
1st stage interviews:	Week of 2nd Jan 2025
Final interviews:	TBC

### Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the Oxford HR email to their safe senders list and regularly check their spam folder.

### Equality Statement

Equality and diversity are at the core of WeForest’s values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

### Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email James Sawyer at [jsawyer@oxfordhr.com](mailto:jsawyer@oxfordhr.com) in the first instance.



## About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success. We work across the globe to search for a support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions. Learn more at: [oxfordhr.com](https://oxfordhr.com)







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## Oxford

46 Woodstock Road  
Oxford  
OX2 6HT

United Kingdom

+44 (0) 1865 985 457

## Amsterdam

Korte Schimmelstraat 12  
1053 SZ  
Amsterdam

The Netherlands

+31 (0) 683 334 473

## Nairobi

Indigo Cowork Space  
Off General Mathenge Road  
Westlands  
Nairobi

Kenya

+254 (0) 715 163 631

## Singapore

6 Battery Road  
#06-16  
049909

Singapore

+65 (0) 9114 1439

## Washington

1250 Connecticut Avenue NW  
Suite 700  
Washington, DC  
20036

United States of America