



AGE UK BEXLEY

RECRUITMENT BRIEF FOR THE POST OF CEO

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Introduction

Thank you for your interest in the role of Chief Executive at Age UK Bexley

Age UK Bexley is highly respected for the support and services we provide to older people in Bexley. We have an excellent reputation with our funders, partners, decision makers and service users for our professionalism and the quality of the services we provide. We have an enthusiastic and dedicated Board with a broad range of skills and knowledge. I have been privileged to be its Chair for the last 5 years and a member of the board for 8.

With our current CEO moving to a new position an opportunity has arisen to recruit someone new with the ideas, enthusiasm and continued commitment that the charity will require to maintain its role and profile in the borough.

Our Managers, Staff and Volunteers provide high quality information, support and care to the people that use our services. We are financially stable with healthy reserves. The Chief Executive has worked tirelessly to identify and generate new funding streams to maintain our ability to continue providing high quality services.

The growing and ever-present needs of older people across Bexley means the trustees are seeking a Chief Executive who will continue pursuing new and innovative funding streams to develop and expand services that complement the ones we currently provide.

Marketing and communicating what we do is crucial, both to ensure that we reach older people needing our services and to enable us to generate new sources of public recognition and investment. This is opportunity for an exceptional individual with proven leadership skills, ambition and drive to shape the strategy. I welcome your application for the post of Chief Executive.

I very much look forward to meeting you.

Geraldine Powell

About Us

WHO WE ARE

Age UK Bexley is a registered charity providing support, services and information to older people and their families across the London Borough of Bexley. We are a key strategic partner shaping and influencing the long-term priorities

OUR MISSION

To improve the quality of life for older people in the London Borough of Bexley by providing information, services and support.

OUR OBJECTIVES

- Our interventions ensure the health and wellbeing for those accessing them is improved
 - Reported levels of social isolation and loneliness are reduced for those accessing our services and support
 - Those using our services report self-confidence and independence is increased through the use of our resources and specialist help
 - That our operations and delivery mechanisms continue to be financially robust, safe and client centred
 - That as an average at least 70% of those using our services and support report the charity as "good" in how and where it has met their needs
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Our Work and Priorities

We are a charity with influence and impact beyond our immediate scale. Despite Covid, last year we provided information, support and services across the borough to 4000 people in a range of community settings. Our portfolio of services range from specialist interventions for older adults living with dementia and enhanced support needs to a suite of community activities and even a machine workshop.

We are a strategic partner informing and influencing the direction of travel for health and social care interventions in the borough. And have a positive history of collaboration with a range of voluntary, private and statutory players within and beyond the boroughs boundaries.

We operate with a mix of grant supported, contractual and income generating services. The charity has worked hard since 2017 to diversify its revenues with 65% coming from paid-for and non-statutory investment. As a result of changes to our funding, efficiencies in our operations and the creation of new services we have posted operating surpluses for the last two years. With developments in health and social care across the borough remaining dynamic trustees regard identifying opportunities for collaboration and further investment as a key priority.

The boroughs older population is growing and diversifying. The charity has worked hard to meet this challenge not only in how it delivers its services but who leads it, is employed by it, who volunteers for it and who uses it. This will remain a critical priority now and in the future.

Our Future Plans

The charity is looking forward with confidence:

- A new strategic plan was recently agreed by trustees setting out the direction of travel to 2024.
- We have been awarded borough approval as a key provider of specialist services for people and carers living with dementia
- We have instituted wider changes to our befriending services following investment from a number of funders
- We are a key member of a local VCS consortium One Bexley delivering statutory assessment and reviews on behalf of the borough
- Our income generating services in an average year make unrestricted surpluses for the charity and are now growing again



Some key statistics on our performance in 2020/21

Despite the impact of covid on our general operations in 2020/21 there are some achievements worth noting:

3,700

The number of people supported by the charity

21,000

The number of total contacts for the year

1,200

The number of people receiving support from our information service

50%

the proportion of those using our services over 75 years of age

Our Key Financial data from 20/21:

£133,000

Our operating surplus at year end

£568,000

Our Reserve position at year end

65%

average annual Revenues generated via non-statutory sources

Whilst the charity faced some substantial challenges in 2020/21 it continued to work hard to diversify its business, develop new contractual opportunities and its operating relationships.

Job Description

Job Title:	Chief Executive
Responsible to:	Board of Trustees
Responsible for:	Overall leadership and management of the organisation, staff and volunteers
Salary:	£58,000
Hours:	Full time – 36 hours per week
Location:	Based at the Age UK Bexley offices although the post will require travel within and outside the Borough of Bexley

Main purpose of the job

- To work with the Trustees of Age UK Bexley to ensure that the charity achieves its objectives to promote the rights and support the interests of older people from all sections of the community in the London Borough of Bexley as efficiently and effectively as possible, and complies with its statutory and legal obligations.
- To take a lead in setting a clear direction for the future, and to manage and lead staff and volunteers of Age UK Bexley so that high quality services are provided.
- To maximise resources, through planning and implementation of effective fundraising and income generation strategies, and the efficient and prudent management of the organisation's resources.
- To market the work of Age UK Bexley, enhancing the image of the organisation and ensuring older people are aware of, and have access to services through promotion of services directly to older people and through referral from other stakeholders
- Develop and enhance relationships with partners to develop and deliver new services, and expand and change existing provision
- To enable Age UK Bexley to achieve its commitments to equality of opportunity in employment of people, providing good quality, relevant services based on evidence of need and clear outcomes and advocating on behalf of older people.

Main Duties and Responsibilities

1) Service Development Planning and Delivery

To ensure that Age UK Bexley services are planned, developed, reviewed and delivered in line with local need, have clear outcomes, are resourced appropriately, include user involvement and are monitored and reported on, on a regular basis.

- To manage the strategic planning process, developing strategic, business and service implementation plans and ensuring that the monitoring and reporting process is effectively implemented. This will include development of Communications, Brand Development and digital implementation strategies.
- To ensure that service development is in accordance with the aims, objects, values and beliefs of the organisation.
- To review, develop and change services to ensure they continue meet identified need, run effectively and ensure that safeguarding and quality are embedded in all service provision.
- To consider and develop social enterprise and 'paid for' service opportunities.

2) Staff and Volunteer Management

- To ensure that Age UK Bexley has an organisational structure and a management style that fits its aims and objectives; that promotes co-operation and a supportive environment, and ensures efficiency within the organisation securing commitment across the organisation.
- To ensure that appropriate policies and practices are in place enabling Age UK Bexley to meet its social and legal obligations towards staff and volunteers.
- To lead the Senior Management Team Meeting and to model effective team leadership throughout the organisation.
- To support and supervise members of the senior management team, enabling staff to develop in their roles.
- To ensure good practice in the recruitment, induction, training, support and supervision of volunteers and staff.

3) External Relations and Partnerships

- To develop and implement partnership working with other organisations to achieve organisational objectives including joint delivery of services where appropriate.
 - To ensure that Age UK Bexley is effectively represented at relevant meetings, events, conferences, management groups etc and those issues that impact upon older people and the needs of older people are raised appropriately.
 - To encourage and facilitate the involvement of older people both in relation to the work of Age UK Bexley and in the development of policy and planning elsewhere.
 - To be the principle point of contact for all external press, digital and social media communications.
 - To ensure that the organisation participates in the Age UK Network at a local, regional and national level.
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- To ensure that Age UK Bexley acts as a resource and effective source of information for older people, their relatives and carers. This includes developing strong relationships with the Integrated Care Partnerships, Primary Care Networks and other relevant health and social care providers across the borough.

4) Financial and Resource Management

- To secure and manage income from a wide variety of sources, ensuring that funding conditions and requirements are met.
- To work with the Finance Manager and other staff to prepare, manage and review budgets, cash flow forecasts, management accounts and our operating costs.
- Ensure that financial management and quality standards across the organisation are in line with our internal financial governance standards and those of the charity commission.
- To be responsible for overseeing the management of premises and equipment
- To ensure that the decisions of the Board are implemented and that the organisation complies with relevant charity, company, employment, fiscal and other legal requirements.
- To ensure the organisation has sound and reliable administrative, human resource management and development, financial, health and safety and other systems in place, that these are actively implemented and regularly reviewed.
- To ensure the organisation takes full advantage of new technology and digital media to market, manage and streamline its work.

5) Working with the Board of Trustees

- To support the Board of Trustees in their role and responsibilities and to ensure that they operate in accordance with the Articles of Association, Code of Conduct, general good practice and any legal requirements relating to the management of Age UK Bexley.
- To act as the Company Secretary of Age UK Bexley and Age UK Bexley Trading Company.
- To ensure that the Trustees receive relevant and appropriate advice, information and recommendations on service activity and development; financial management; human resources issues; development of and changes to internal policies and procedures; external issues and their impact upon the organisation and older people plus any other areas that may require Trustee input or approval.

6) General Responsibilities

- The post holder is required to implement Age UK Bexley's Equalities and Diversity Policy and principles ensuring they are actively incorporated into the planning, delivery and monitoring of services and projects.
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- Under the Health & Safety at Work Act 1974 and associated guidance it is the duty of all staff while at work to take adequate care for the health and safety of themselves and other persons who may be affected by their actions or omissions.
 - To carry out other such duties in relation to the objectives of Age UK Bexley as may reasonably be required from time to time and as required by the Board
 - This job description reflects the requirements of the post at the time of writing. The needs and circumstances may change over time. The job description will need to be reviewed in the light of internal or external changes that may occur.
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Person Specification

Knowledge and Experience

- Senior executive experience of managing a relevant organisation or management at a senior level; that includes responsibility for strategic direction, leadership and management
- Experience of financial management and control; including budget oversight, cost control with a budget in excess of £500,000
- Knowledge of the current national and local health and social care agendas and their impact upon voluntary sector organisations and services for older people
- Experience of securing funding; including bid writing/tender development/negotiating contracts and the ability to maximise income from a wide range of sources
- Knowledge, experience and understanding of strategic planning and service development planning; including facilitation, implementation and review/evaluation and organisational change.
- Experience of developing social enterprises and chargeable services
- Knowledge of the governance role of Trustees and an understanding of the importance of working with them

Skills and Abilities

- Commitment to and empathy with older people and a knowledge of their needs
 - Commitment to diversity and inclusion and understanding how to drive its development organisationally
 - Proven skills to develop new ideas and projects from conception to implementation, or to change projects, based on evidence of need and changing demographics.
 - Skills to develop and lead a team of staff and volunteers
 - Effective interpersonal communication skills with all levels of staff, users, external bodies, media and funders (including excellent presentation skills)
 - Strong written communication skills, ability to present clearly complex information in writing
 - Ability to form partnerships with voluntary, statutory or commercial parties in order jointly deliver services.
 - Commitment to consult with and involve older people and their organisations in the development of Age UK Bexley
 - Ability to deliver demanding objectives within agreed deadlines and to manage competing priorities
 - Availability to work occasionally at weekends and evenings
 - Skills to be self-servicing and to make sure the organisation makes full use of technology.
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How to apply

Please apply via the charity's website at: www.ageuk.org.uk/bexley or email the following:

- A comprehensive, targeted CV
- A detailed statement of no more than two sides of A4 paper setting out why you are interested in the role and how you meet each of the criteria set out in the person specification.
- A completed Equalities Form

to lin.gillians@ageukbexley.org.uk

Should you require any more information to support your application please contact:

Lin Gillians on 07734226946

Timetable

The closing date for applications is 19th January 2022.

The Charity anticipates initial interviews and final selection will take place in January 2022. Candidates will be informed of dates and times following shortlisting.

Previous applicants need not apply.
