



## **Chief Executive Officer (CEO) Age UK Hull & East Yorkshire**

**Location:** Hull with flexible hybrid working

**Hours:** 37.5 hours per week

**Salary:** £60,000+ (depending on experience) Contract: Full-time, permanent

**Annual Leave:** 28 days + Bank Holidays, increasing to 33 days after five years' service

### **Purpose of the Role**

We're looking for a bold, visionary CEO to lead Age UK Hull & East Yorkshire at a time of transformation and opportunity. This isn't just a leadership position—it's a chance to reshape the imagination, delivery, and championship of services for individuals within our community.

You'll build on a strong foundation, lead a strategic refresh, and work to scale our social and commercial impact. You'll drive innovation in health and social care, cultivate strategic partnerships, and ensure financial resilience, all while centring the needs of those we serve in everything we do.

### **Key Responsibilities**

#### **1. Strategic Vision and Leadership**

- Lead the development and execution of a refreshed organisational strategy aligned with the changing needs of our community in Hull & East Yorkshire.
- Identify and respond to health and social care policy shifts, ensuring the organisation remains proactive and influential.
- Continuously scan the external landscape—locally and nationally—for emerging opportunities, risks, and innovations.
- Maintain oversight of policy trends, ensuring Age UK Hull & East Yorkshire actively shapes the discourse and is a recognised thought leader in social impact.

#### **2. Health, Social Care and Sector Influence**

- Collaborate closely with NHS Trusts, Integrated Care Boards (ICBs), local authorities, and academic institutions to shape regional strategies and secure aligned service delivery opportunities.

- Ensure Age UK Hull & East Yorkshire's work contributes meaningfully to improving population health outcomes for those we serve, with a strong focus on prevention, wellbeing, and independence.
- Stay informed on health and care policy to ensure strategic alignment and regulatory compliance in all services and partnerships.

### **3. Organisational Leadership**

- Inspire and lead a high-performing Senior Management Team and workforce, promoting a culture of ambition, inclusion, and excellence.
- Champion internal leadership development and empower staff to drive innovation and service improvement.
- Encourage bold thinking, continuous learning, and open, values-based leadership across the organisation.

### **4. Commercial Growth and Income Generation**

- Lead a multi-channel income generation strategy that includes grants, contracts, donations, and trading.
- Build and cultivate commercial partnerships and corporate relationships, leveraging CSR (Corporate Social Responsibility) opportunities to enhance brand visibility and generate sustainable income and demonstrate return on investment.
- Maximise the value of the Age UK brand across Hull & East Yorkshire, creating commercial alliances and social enterprise opportunities that reinforce our social mission.
- Maintain sound financial oversight, ensuring effective risk management and long-term financial sustainability.

### **5. Impact Measurement and Contract Readiness**

- Implement and monitor robust KPIs and health outcome measurement frameworks, ensuring services demonstrate clear social impact and value for money.
- Lead a culture of evaluation and learning, using data and evidence to improve service delivery and secure future funding.
- Ensure performance metrics are aligned to commissioner, funder, and stakeholder expectations.

### **6. Governance and Compliance**

- Act as Company Secretary, ensuring the organisation meets all statutory and regulatory obligations.
- Advise and support the Board of Trustees on legal responsibilities, strategic issues, and good governance practices.
- Ensure risk management systems and processes are embedded throughout the organisation.

## **7. Service Development and Quality**

- Oversee the development of high-quality, person-centred services that respond to the lived experience of our community and achieve tangible positive outcomes.
- Ensure all services meet or exceed quality standards, regulatory requirements, and local community needs.
- Drive innovation in the design and delivery of services, co-produced wherever possible with service users and local partners.

## **8. External Relations and Advocacy**

- Serve as the primary ambassador for Age UK Hull & East Yorkshire, raising the organisation's profile and influence locally and regionally.
- Lead effective marketing, PR, and digital communications strategies.
- Advocate for the rights, dignity, and contributions of those we serve in all relevant forums.

## **Person Specification**

### **Essential Skills and Experience**

- Senior leadership experience at CEO, Director, or equivalent level in a complex organisation.
- Proven ability to secure funding and drive commercial growth.
- Financial, governance, and risk management expertise.
- Experience building strategic partnerships across healthcare, social care, local government, and commercial sectors.
- Ability to influence policy development, ensuring strategic sector alignment.

### **Desirable:**

- Knowledge of the specific health and wellbeing challenges facing the community in Hull & East Yorkshire.
- Demonstrated ability to use data and KPIs to drive service improvements and satisfy funder expectations.
- Existing relationships with regional health, social care, and academic stakeholders.

### **Why Join Us?**

- Opportunity to lead an organisation at the forefront of social change and innovation.
- Work with a passionate and forward-thinking Board and team.
- Hybrid, flexible working culture.
- Competitive salary, plus benefits.

- Make a tangible impact on the lives of thousands of individuals in Hull & East Yorkshire.

**Additional Information**

- This role is subject to an Enhanced DBS check.
- All appointments are subject to a 6-month probationary period.
- Commitment to Age UK Hull & East Yorkshire's values, equity, and inclusion is essential.

How to Apply Please submit your CV and a compelling covering letter explaining your interest in the role and how your experience meets the criteria outlined above.