



Chief Executive Officer

25th August 2020

A Personal message from the Chair of Trustees

Thank you for your interest in the role of **Chief Executive for the Swindon Therapy Centre**.

As Chief Executive you will be leading and developing a small group of dedicated staff, self-employed contractors and volunteers, working with people living with long-term, incurable neurological conditions. Swindon Therapy Centre for Multiple Sclerosis was founded initially in 1981 as a self-help group, became a registered charity in 1983 and has steadily grown into a wonderful community that all associated with it are very proud of today. Since 2010, we have been based in Bradbury House, Westmead, and during 2016 and 2017 we undertook extensive work to acquire the freehold of our premises, double the size of our facility, increase our range of therapies and services and build our membership. Our work continues!

As an organisation our strategic goal is to become the most significant healthcare provider, outside of the NHS, for those who have been diagnosed with multiple sclerosis (MS) and other neurological conditions, living within a 35-mile radius of Swindon. We seek to improve quality of life for our members by providing support in a well-equipped, open, caring environment where we:

- help to alleviate feelings of isolation and helplessness,
- help to minimise the progression of MS and other neurological conditions through a range of therapies,
- offer support services to our members and their carers,
- promote self-help, encourage a positive attitude and enable our members to live the best life they can.

We are seeking an experienced leader who understands the challenges of leading a service delivery organisation, working alongside (and as closely as possible with) the Primary Healthcare sector and who can engage with potential funders and stakeholders in a challenging climate.

The successful candidate will have vision and focus, a proven track record of successful leadership and be committed to the ideals of the Swindon Therapy Centre. They will need to provide evidence of ability to take responsibility for the organisation's finances and operational performance in addition to building strategies to deliver its charitable aims and safeguard our Members.

Our appointee will have the personal reward of working to ensure that those living with life-long neurological conditions can live their best life, despite the challenges that their condition presents.

We look forward to hearing from you.

Tim Culling
Chair

<http://www.msswindon.org.uk/>

Vacancy Posting

Swindon Therapy Centre is seeking an exceptional individual for the newly created role of Chief Executive Officer. The ideal candidate will bring a robust understanding of leading a service delivery organisation, a strategic approach and the ability to motivate, lead and inspire the Centre's team through a period of growth and change.

This role offers a real opportunity to make a significant difference to the Centre's future development, and to ability of local people living with MS and other neurological conditions to live their best life.

We are rightly proud of how we have grown from a small self-help group in 1981 to an established charity operating from recently expanded premises, where we provide therapy, treatment, support, advice, and counselling. Yet we are only reaching a tiny fraction of those who would benefit from our services locally.

The new CEO will play a pivotal role in enabling us to widen our reach, including by using networking and partnership working skills to form strategic links with the primary healthcare sector and by taking an innovative approach to delivering services virtually. Your ability to establish robust measurements to demonstrate the value of our work will help to build compelling proposals to funders and commissioners, thereby building a sustainable platform for growth.

We are unashamedly ambitious and excited about the next phase of our development. To make these ambitions a reality will require a candidate with the right blend of vision, empathy and passion combined with the capability to identify and seize opportunities.

Inevitably, with growth comes change, both operationally and culturally. Success will depend on your ability to articulate an engaging vision and to inspire and lead the team with a shared sense of purpose where each individual feels enabled to perform to the best of their ability.

The ideal candidate will:

- Demonstrate substantial senior operational management experience, preferably at Chief Executive or General Manager level
- Have a proven track record in developing and delivering effective, high impact strategic plans and translating these into operational goals/targets
- Have previously worked in a service delivery area, preferably in the voluntary sector
- Be a strong and inspirational leader and team player, with experience of successfully managing and communicating organisational change
- Be experienced in people management processes and leading teams
- Have knowledge of charitable governance and experience of working closely with Trustees or non-executive Boards
- A good understanding of budgeting and financial controls
- Have experience of developing and using management information to aid decision making
- Have a proven track record of generating income through fundraising, grant applications and/or tendering

Hours: 37.5 per week, worked flexibly to allow for occasional evening and weekend working

Location: Based in our facility in West Swindon, with potential for some home working and flexibility to travel in the local area.

Additional Requirements: To hold a full driving license and own transport, or other means of being able to travel independently.

Salary: £40,000 to £45,000

Closing date: 9am on Monday 5th October 2020

Interview date: Interviews to be held in Swindon (with social distancing measures) during early-mid October.

Swindon Therapy Centre commits to provide an environment which is free from harassment, bullying or discrimination and which safeguards the welfare of our Members, Volunteers and Staff. All staff and volunteers are expected to demonstrate that they embrace and support this commitment. An enhanced check will be carried out using the Disclosure & Barring Service (DBS) to assess applicants' suitability for this position of trust, and Swindon therapy Centre complies fully with the DBS Code of Practice and undertakes to treat all applicants fairly.

Role Description for position of Chief Executive Officer

Purpose of the job:

- To be responsible for all operational aspects of the organisation.
- To work closely with the Board of Trustees to develop and implement strategy, putting members at the heart of that strategy and ensuring that members needs are delivered in the short-term, member numbers grown over time and, above all, that the charity is sustainable for the long-term.
- To ensure that the charity delivers its objects, broadens and deepens its reach and optimises the use of its human, physical (premises, equipment, services etc.) and financial resources.
- To take a lead role in representing STC externally in the community, specifically seeking to build close and productive relationships with those in the Primary Care sector who diagnose and care for people living with neurological conditions.

Main Duties and Responsibilities:

Strategic Planning

- Work with the staff and Board to ensure the Centre provides high quality support to people living with neurological conditions.
- Develop the strategic goals and objectives of the Centre, underpinned by a robust business plan.
- Ensure the Business Plan is effectively executed by developing, agreeing with the Board, and delivering an annual plan for the development of the Centre.
- Develop an approach to Risk Management and a suitable controls framework to support risk mitigation and report regularly to the Trustees in regard to these frameworks.

Leadership and Management

- Provide leadership to the staff team, self-employed team, and volunteers, and promote a culture of inclusion, good communication, and positive motivation where every member of the Centre community is valued equally.
- Support the Board of Trustees in their governance activities and provide advice on charity law, regulation, and good practice.
- Ensure compliance with legal, regulatory, social, and ethical responsibilities, including equal opportunities.
- Work with the Board and staff team on developing and implementing a fundraising strategy, to include both Community and Grant fundraising streams of income.
- Monitor developments in the Centre's field of competence and advise the board of relevant changes.
- Ensure Safeguarding policies and procedures are current and adhered to at all times.

Relationship Building and Income Generation

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- Influence the local political, health, and social care agendas through networking and relationship building to promote the Centre's interests.
 - Work to raise the profile of the charity and ensure that it maintains a positive reputation with stakeholders and the wider public.
 - Represent the Centre at external events and publicity opportunities and promote the Charity's aims.
 - Develop and build relationships in the public and private sector to maximise funding opportunities.
 - Build relationships with donors, and potential donors, to develop opportunities for income generation.
 - Optimise funding sources through identifying opportunities and developing new approaches to income generation.

Financial Management

- Manage the charity's finances to maintain viability, competitiveness, and value for money whilst providing a high-quality service.
- Develop budget and cashflow monitoring mechanisms, actively monitor the Charity's finances and provide regular updates to the Board.
- Ensure that Annual Report and Accounts are produced in a timely and accurate manner, give assistance to the Board by drafting the Trustee report and ensure that submissions of the R&A are made on time to both Companies House and The Charity Commission.

Person Specification for position of Chief Executive Officer

Education and Qualifications

- Degree level or equivalent.

Experience & Knowledge

It is essential for candidates to have some knowledge of the voluntary sector, either through work or volunteering. In addition, they should have:

- Proven leadership experience at CEO level for a smaller charity, General Manager in a commercial organisation or a senior management level in a larger organisation.
- Proven experience of developing, implementing, and evaluating strategies, policies and procedures, and quality assurance mechanisms.
- Proven experience of working at a strategic level, researching, developing, and implementing new services and products.
- Proven experience of change management at a leadership level.
- An understanding of charity governance and compliance with the requirements of the Charities Commission.
- An understanding of equality and diversity, risk management, health and safety at work, premises management and human resource management.
- Track record of developing and sustaining relationships with external stakeholders.
- Proven experience of developing successful funding applications or tenders to a variety of funders or commissioners.

Skills / Qualities

- Proven business management and financial skills demonstrated through a track record of successful business planning, income generation and budget management.
- Strong commercial awareness and the ability to identify and assess business risk.
- Ability to analyse information and observations to evaluate organisational and service/product effectiveness and formulate strategic and operational recommendations.
- Strong leadership and management skills, to inspire confidence and commitment, and develop and encourage initiative from others.
- Proven skills at delegating appropriately.
- Excellent interpersonal skills to relate effectively to service users and their families/carers, public, business and voluntary organisations, community leaders, commissioners, employees, self-employed contractors, volunteers, and the Board.
- Excellent literacy skills to prepare reports, media copy, policies and procedures, and other business documents.
- Excellent numeracy skills to interpret and manage budgets and charity accounts.

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- Ability to translate strategic vision into action plans and prioritise workload for self and team members.
 - Motivated by and committed to the Charity's aims and purpose.
 - Ability to take well considered, rational decisions, with willingness to take responsibility for decision-making within agreed remit.
 - Creative, innovative approach to generating new solutions and making improvements to develop our delivery, effectiveness and impact.
 - Sufficiently strong IT skills to perform effectively in the role, for example good working knowledge of all MS Office. Any additional relevant business-related IT skills, such as knowledge of financial packages or marketing tools would be advantageous.