

BAND E: Up to £60,000 per annum

JOB TITLE: Chief Executive Officer



DEPARTMENT/LOCATION:

Based in the organisation's offices at James Street West, Bath. Flexible working patterns are supported, but an office presence for around half the week is expected. Significant travel around Bath & North East Somerset is required along with some limited national travel.

REPORTING TO: Board of Trustees

Our Values

Empowerment: We believe in empowering older people to live their lives on their own terms, with dignity, respect, and independence.

Inclusion: We are committed to working with older people to create a diverse and inclusive community, where everyone can participate and contribute. We challenge ageism wherever we find it, and work to promote positive images of ageing.

Collaboration: We are steadfast in our belief in working collaboratively with older people and other stakeholders, to create positive change and achieve our shared goals.

Quality: We are dedicated to delivering high-quality services that meet the identified needs and priorities of older people, and to continuously improving our practices and processes.

Accountability: We are accountable to the older people we serve, our community, our funders, and our stakeholders, and we are committed to being transparent and responsible in our actions.

Job Purpose

The Chief Executive Officer is the key leader at Age UK Bath & North East Somerset, providing strategic direction, inspirational leadership, and effective management to our staff and volunteers. By fostering a culture of collaboration, innovation, and dedication, the Chief Executive Officer ensures that the organisation succeeds in supporting older people to live happy, healthy, and fulfilled lives.

They lead the management, development, and promotion of Age UK Bath & North East Somerset, ensuring our work remains impactful, relevant, and aligned with the needs of the community. A key focus of this role is contributing to the development of Bath & North East Somerset as an Age Friendly Community. This involves empowering older people to live with dignity, independence, and respect.

In this pivotal role, the Chief Executive Officer ensures that the organisation provides high-quality services that enhance the quality of life for older people and their supporters. Through strong

financial stewardship, they oversee financial planning, risk management, and income generation, creating operational and cost-saving efficiencies to ensure the financial sustainability of the organisation. By developing and implementing robust business and service plans, they secure the future of Age UK Bath & North East Somerset while maximising opportunities for growth and impact.

They play an instrumental role in promoting Age UK Bath & North East Somerset and advocating for the issues affecting older people, such as access to quality healthcare, combating social isolation, and ensuring adequate housing. They work to influence local policymakers and decision-makers to respond to identified needs and champion positive change. Furthermore, they engage with the wider Age UK network, sharing insights, contributing expertise, and strengthening collective efforts to support older people nationwide.

As a guardian of our values, the Chief Executive Officer fosters empowerment by advocating for older people to live life on their own terms. They promote inclusion by striving to create a diverse and welcoming community where everyone can participate and feel valued. They champion collaboration by working closely with staff, volunteers, partners, and older people to achieve shared goals. With a dedication to delivering high-quality services, they lead efforts to improve practices and processes continuously. Above all, they uphold accountability, ensuring transparency and responsibility to the older people we serve, our funders, and stakeholders.

In their leadership, they will engage with community leaders, funders, and stakeholders to support initiatives that promote healthy ageing, social inclusion, and a recognition of the value of older people. They ensure that services adapt to the changing needs of the community while building strong partnerships with other organisations to maximise impact.

Ultimately, the Chief Executive Officer will champion our mission, embody our values, and ensure the realisation of our goals. Through their leadership, they will shape the future of Age UK Bath & North East Somerset, ensuring we continue to deliver meaningful change for the older people in our community.

Key Responsibilities

Strategic direction:

1. Ensuring the Board of Trustees is kept aware of the changing external environment and the needs of older people including policy initiatives, research, publications and other initiatives both locally and nationally.
 2. Informing and advising the Board of Trustees in the formulation of policies and strategies and for the implementation of the Board's decisions.
 3. Working with the Strategic Leadership Team, to lead the implementation of the strategic plan and in managing any associated process of change.
 4. Ensuring Age UK B&NES is a leading partner in the development of the strategies and services for older people.
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Leadership and Management:

1. To effectively lead the organisation to ensure that day to day operations, premises, people and resources of Age UK Bath & North East Somerset are well managed. This will include maintaining a staffing structure with appropriate levels of skill and experience, and with clear lines of accountability and delegation.
 2. To directly manage, support and motivate senior staff through the provision of regular supervision and appraisal.
 3. To oversee the development of a programme of staff training and development that help in delivering organisational objectives and also supports individual career progression.
 4. To ensure that there are good lines of communication with staff and volunteers with both formal and informal processes for consultation.
 5. To ensure overall good practice in the recruitment, supervision and support of staff and volunteers throughout the organisation.
 6. To provide leadership for the organisation that is inclusive of older people and where older people are actively involved in the organisation at all levels including leadership.
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Governance and Compliance:

1. To advise the Board of Trustees and its sub-committees on their legal responsibilities, policy issues related to the work of the organisation and its management.
 2. To ensure compliance with all legal requirements affecting the organisation in particular health and safety, data protection legislation and safeguarding policies and to report any serious incidents to the Board of Trustees.
 3. To arrange for the publication of an annual report and review,
 4. To ensure that all the activity of the charity is in line with the organisation's policies and procedures and quality standards.
 5. To ensure Age UK B&NES fulfils its obligations to the Age UK Network Agreement and any other arrangements entered into with Age UK (National).
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Finance and Income Generation:

1. To work with the Finance+ Committee and Strategic Leadership Team, to develop and implement a financial strategy for the organisation. This will include: an effective income generation policy, management of financial resources including budget setting, financial reporting and monitoring, appropriate use of reserves and financial risk management.
 2. To be responsible for financial management, ensuring satisfactory records are kept and that there is adequate financial monitoring and control.
 3. To work with the Finance & Business Manager and the appointed auditors in the preparation of the annual accounts and the annual report.
 4. To negotiate contracts and tenders for services in accordance with the organisation's strategic plan and fundraising strategy, alongside the Fundraising & Development Lead. To maintain positive relationships with existing funders and commissioners through the provision of reports on outcomes and progress.
 5. To review the cost and quality effectiveness of services on a regular basis to assess their financial viability and where appropriate make recommendations to the Board.
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Public Relations and Communications:

1. Work to identify, represent and campaign for the rights and aspirations of older people.
 2. Work to represent the positive contribution of older people to society
 3. Work with the Strategic Leadership Team, Communications & Engagement Lead, and Trustees to develop and implement an effective communication strategy.
 4. Take every opportunity and using all media outlets to promote the work of Age UK B&NES to ensure the organisation is known to all older people and is their first point of contact where appropriate.
 5. Ensure that the organisation's website and printed material are regularly reviewed, establish and maintain contacts with key media personnel, attend and represent the organisation at local events, give media interviews and produce regular press releases.
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Partnerships and Collaboration:

1. View the primary partnership as being with older people and seek to develop and engage with mechanisms for enabling the voice of older people to be heard and acted upon
 2. Maintain and develop positive links with statutory and voluntary sector partners and develop opportunities for joint working where appropriate.
 3. Develop and maintain links with private sector partners working (a) in the social and health care fields such as GP practices, domiciliary care companies and care homes and (b) delivering generally available services and facilities that older people may choose to use (e.g. transport providers, retail outlets, leisure facilities).
 4. Ensure Age UK B&NES remains an active and influential member of Age UK and works with other Age UKs.
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Services:

1. Ensure systems are in place to support, monitor and assess the quality of services delivered as experienced by older people and the outcomes achieved by Age UK B&NES in its service delivery.
2. Work with older people to identify their views and experiences of services and instigate change in

services as required

3. Work with older people and other to identify what services older people want and need work with the Strategic Leadership Team to develop new and sustainable services in response to that which meet the organisation's strategy.

Organisation-wide Responsibilities:

1. To ensure all Age UK B&NES policies, procedures and legislative requirements are observed.
 2. To work in accordance with the philosophy, ethos, values and principles of the organisation.
 3. To ensure older people are engaged, involved, actively influence and where possible lead the work of the organisation.
 4. To comply with individual responsibilities in relation to health and safety in accordance with the organisation's policies and procedures and to ensure they are effectively implemented .
 5. To identify and prioritise your personal training and development needs and agree these with the Chair.
 6. To undertake other duties and activities commensurate with the post as may be identified from time to time by the trustees.
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Safeguarding: This post is subject to a disclosure check with the Disclosure & Barring Service at an Enhanced Level.

Probationary Period: This appointment is subject to a **six month probationary period**.

Non-Negotiable

Applicants will be expected to demonstrate clear, unarguable evidence that they possess:

1. A value and belief system in line with the organisation's commitment to grow an age friendly community that enables people to age well
2. Experience of leading significant organisational change and innovation in human services
3. A track record of successful partnership working with other organisations and the development of effective work-based networks
4. Strong, supportive and participative staff management skills and the achievement of outcomes through team working.

To build on the non-negotiable criteria, we also expect that applicants will be able to demonstrate and evidence the following, whilst recognising that applicants may need further development with some of these areas:

Essential Criteria	Desirable Criteria
An understanding of the issues facing people as they age and ideas for how an Age UK organisation can take action around those issues	· Experience of a leadership or other significant role in the charitable or third sector and knowledge of legal and other requirements.
Senior level strategic experience in a human services organisation, preferably, though not necessarily, concerned with older people	Experience and/or understanding of working constructively with a voluntary Trustee Board or similar
Experience of having to generate income to achieve organisational goals, including through commissioned contracts.	An understanding of how to effectively engage volunteers in the work of an organisation
Excellent written and verbal communication skills, including public speaking, report writing and presentations	Knowledge and experience of working with social care and health systems
A personable individual style that is likely to encourage others, in and beyond the organisation - including at a senior level - to want to work with Age UK.	Experience of third sector fund-raising

Successful experience of involving people who use human services in decision making about their lives	An understanding of systems to evidence and monitor service outcomes.
A commitment to diversity and equality and the knowledge of how to translate this into action.	A relevant professional or managerial qualification
An ability to develop, understand and interpret budgets and financial information	
Evidence of self-motivation and having persevered in challenging circumstances	
An ability and willingness to travel with either access to a vehicle or a plan to be able to work across the B&NES area	