



# Chief Executive Officer Job Pack



June 2019

Dear applicant,

Thank you for your interest in the position of **Chief Executive Officer** at CPotential.

Set up in 1963, CPotential is a registered charity located in North London. Previously called the London Centre for Children with Cerebral Palsy, we offer life-changing learning for children aged 0-18 who have movement disorders due to conditions such as cerebral palsy, acquired brain injury or global development delay.

With Conductive Education at our core, we provide a range of services and therapies to help each child grow in confidence, everyday skills and independence. We also offer free assessments for adults and children to try the Mollii suit assistive device, and offer information and support to parents.

After a challenging couple of years the charity has reached a point of financial stability with good reserves, having recently reconfigured our services. The new CEO will lead the next period of development looking to add further services to complement our current provision and to diversify and expand our income generation.

Kind regards,



**Chris Gilbert**  
Acting Chair of Trustees and Treasurer

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To apply, please complete the application form available on our [website](#)

Please email your application form by 5pm on Wednesday 10 July 2019 to:  
[jhonigmann@cplondon.org.uk](mailto:jhonigmann@cplondon.org.uk)

Shortlisted applicants will be invited to visit CPotential on Thursday 18 & Friday 19 July  
Interviews will be held in the week commencing Monday 22 July.

## Job Description

<b>Job Title:</b>	Chief Executive Officer
<b>Accountable to:</b>	The Trustees of CPotential Turst ('the Charity') through the Chair of the Trustee Board
<b>Responsible for:</b>	All paid staff and volunteers. Directly line manages the Senior Leadership Team ('the SLT'), which currently comprises the Director of Finance, the Director of Development and the Director of Clinical Services and the Retail and HR Manager.
<b>Hours:</b>	Full-time but will consider flexible working if applicant can demonstrate the ability to fulfil the job description within their proposed working pattern.
<b>Salary:</b>	£60,000 to £70,000 depending on experience
<b>Holiday:</b>	30 days FTE + Bank Holidays + 3 days between Christmas and New Year
<b>Location:</b>	143 Coppetts Road, Muswell Hill, London N10 1JP

### Principal Accountabilities

1. To ensure the effective strategic leadership and management to fulfil the organisational vision and policy of the Trustees and forward the charitable objects of the Charity.
2. To be the principal adviser to the Charity's Trustees, and ensure that all company secretarial, regulatory and statutory obligations are met on behalf of the Board.
3. To lead the SLT and through them the management of the staff and resources of the Charity, within an agreed budget and framework of delegated authority, to deliver services of high quality and to achieve the Charity's strategic aims.
4. To ensure that appropriate, effective systems and controls and risk assessments are in place to safeguard the users, staff, assets and integrity of the Charity.
5. To represent the Charity externally and promote the image and reputation of the Charity, building effective relationships in line with the Trustees' aims.

## Main Duties and Responsibilities

### Governance

To ensure that the Charity's corporate and business plans and budgets are prepared to agreed timetable for approval and kept under regular review.

To support the Board in the efficient and effective management of its business, enabling the Trustees to fulfil their functions and to ensure the Board and its committees receive appropriate and timely information and advice on all relevant matters.

To be the senior employee responsible for the implementation of, and compliance with, the Charity's health and safety at work policy.

To ensure compliance with charity law regulations and other law and regulations affecting the Charity.

### Strategic leadership

To take the lead in the development of strategic and business plans for the consideration and approval of the Board, and direct effective management processes for their implementation.

To ensure that suitably able and qualified staff are recruited and retained by the Charity.

To lead the SLT, ensuring that the Charity's goals and values are effectively communicated to them, and, through them, to secure the commitment of all staff and promote high levels of achievement in the Charity.

To implement and monitor performance in respect of strategic and business plans and budgets (through the use of SMART KPIs which will be used to hold the CEO and SLT to account for the Charity's performance) and to enable timely and effective reporting, decision making and action as required.

To review regularly the level of achievement of staff teams against plans, budgets, objectives and standards including external regulation.

To support, develop and empower staff to reach their full potential through integrated human resource systems, training and development, equipping them to deliver the best possible services.

To develop and maintain systems of management which facilitate open, effective and timely communication.

To review management systems, structures and performance to ensure the continuing development of an effective organisation responding to changing circumstances.

## Financial management

To safeguard and manage the Charity's financial interests to provide a sound base for the current and future delivery of its work.

To lead and manage the financial planning processes including budgeting and forecasting within a framework agreed by the Board.

To lead any capital development programme including financial planning, fundraising, procurement and contract management.

To review finance and related systems so that they meet the needs of users and provide sound financial control to meet the current and future needs of users and the objectives of the Charity.

Based on policies set by the Board, to ensure that the Charity has effective guidelines and procedures that provide sound financial control to meet the current and future needs of the Trust.

To ensure effective processes are in place to specify, source, purchase and receive goods and services to support the Charity's activities and achieve excellent value in the use of available resources.

## Service Delivery and Development

To work with the Director Of Clinical Services and the Director of Development to ensure that the Charity delivers and develops a range of relevant, effective, high quality and viable services.

To act as the Deputy Designated Safeguarding Lead.

## Resource Management

To lead the development and implementation of human resources strategies, systems and services, which attract, develop and retain the best employees and volunteers in support of the Charity's mission aims and values.

To develop and implement systems to ensure the Charity complies with its statutory and contractual obligations, as an employer.

To ensure that efficient and effective policies and practices are in place for acquiring, maintaining, protecting and disposing of property to support the Charity's mission and aims and comply with applicable standards, regulations and contractual requirements.

To oversee the delivery of cleaning, maintenance, security, reception, office supplies, post room and associated services and through appropriate policies and procedures across the Charity to support a good, safe and healthy working environment.

## Marketing and Fundraising Development

To oversee fundraising and marketing strategies, functions and initiatives to promote the mission of the Charity and raise sufficient income to match current organisational expenditure needs and to meet aspirations for growth.

To lead in the formation of constructive partnerships and strategic alliances with appropriate organisations, to address matters of joint concern and grow the reputation of, and respect for, the Charity's work, leading to further endorsement and support.

## In addition

To be responsible along with all other members of the staff team for the observance and implementation of all the Charity's policies and in particular to share the Charity's commitment to safeguard and promote the welfare of the children, young people and vulnerable adults who use the services of the Charity.

To undertake such other duties as may be reasonably required of the by the Board.

**The above job description is a guide to the work you will be required to undertake but does not form part of your contract of employment and may change from time to time in line with changing circumstances.**

## Person Specification: Chief Executive Officer

### 1. Educational and Formal Qualifications

#### Essential

- Educated to degree level or equivalent or above.
- At least 5 years' senior management experience in a multiple service delivery organisation.
- Demonstrable skills in strategic analysis.
- Ability to understand budgets and financial statements.
- Experience of developing partnerships with a range of other organisations.
- Proven negotiating, networking and interpersonal skills.
- Proven ability to navigate a complex external environment.

#### Desirable

- Understanding of SORP charity finance requirements.
- Project management.

### 2. Specialist Experience

#### Essential

- Demonstrable understanding of the public policy issues involved in delivering high quality services for disabled children, young people and vulnerable adults.
- Understanding of the range of services that the Charity provides.
- The ability to understand and interpret legislation and associated regulations relevant to charities and the work of the Charity in particular.

#### Desirable

- A broad understanding of charity fundraising.
- Understanding of marketing disciplines including brand management.
- Understanding of the charity retail sector and management of charity shops and staff.

### 3. Strategic Leadership

#### Essential

- Ability to articulate and share a vision of service provision and lead by example.
- Ability to work in partnership with the Charity's Senior Leadership Team and the Charity's Board of Trustees.

#### Desirable

- Experience of successful innovation or leading whole-service initiatives/managing change.

### 4. Leading and managing staff

#### Essential

- Ability to provide strong leadership and maintain high levels of individual staff motivation through clear objectives and personal development plans.
- Ability to delegate work and support colleagues in undertaking responsibilities.
- Ability to deliver performance management and support of the professional development of team members.

#### Desirable

- Successful involvement in staff recruitment, appointment, induction, training and support.

### 5. Skills, Qualities and Abilities

#### Essential

- Effective decision maker with good judgement on when to modify and when to maintain a position.
- Consistent ability to remain positive and enthusiastic when working under pressure.
- Ability to manage a high workload, varied role and manage multiple priorities in a complex and fast changing environment.
- Empathy with service users of all ages.
- Excellent communication skills and ability to communicate effectively, orally and in writing to a range of audiences – e.g. staff, service users, parents, Trustees, funders.
- Ability to consult and negotiate effectively with different stakeholders involved with the work of the Charity.
- Ability to use IT effectively and to be personally IT literate across a range of corporate and PC applications.
- Ability to identify own learning needs and to support others in identifying their learning needs.
- Willingness to attend weekend and evening functions when necessary.



## 6. Equal Opportunities

A commitment to equal opportunities and the promotion of diversity.

## 7. Safeguarding

A commitment to safeguarding and promoting the welfare of children and young people and vulnerable adults.

**Note:** The successful applicant for this post must be in possession of an Enhanced Disclosure from the DBS before taking up this position.

June 2019

## Benefits of working at CPotential

As a CPotential member of staff, you are one of the charity's most important assets. We want you to love working for us and to develop personally and professionally while you're with us to give us your best.

### **Holiday**

It's important to recharge your batteries, so we offer a generous holiday allowance of 30 days, in addition to eight Public Holidays and extra days over the Christmas break, when the Centre is closed.

### **Cycling**

If your main mode of transport has two wheels, we have safe places to keep your bike during the day and a shower on site so you can start the day daisy fresh.

### **Free parking**

A rare commodity in London, we have free parking available if you want to drive to work.

### **Learning and development**

We offer life-changing learning to the children and young people we work with and we value your learning just as much. All staff can access in-house training and we budget for external training too.

### **Family support**

We offer a range of benefits to support family life, including parental leave and compassionate leave when needed.

### **Pension scheme**

8% employers pension contributions to a scheme of your choice.

### **Employee Assistance Programme**

It isn't in anyone's best interests if you have issues that are keeping you awake at night. We subscribe to an Employee Assistance Programme, so that you can access 24 hr support for things that are bothering you, whether at work or home.





[cpotential.org.uk](http://cpotential.org.uk)

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CPotential is the operating name for CPotential Trust

Registered Charity No. 1124524 | Company No. 5848363, registered in England and Wales