



**BRANDON CENTRE FOR COUNSELLING AND PSYCHOTHERAPY
FOR YOUNG PEOPLE**

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**CHIEF EXECUTIVE OFFICER
JOB DESCRIPTION**

1. Job details

Job title: Chief Executive Officer

Hours: Full time

Tenure: Permanent

Reporting to: Chair, Council of Management

Accountable to: Council of Management

Principal relationships: Chair
Acting clinical directors
Centre manager
Service clinical leads

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2. Background to the job

The Brandon Centre is a registered charity no. 290118 and Company Limited by Guarantee no. 1830241. The Centre was founded in 1968 and is managed by a Council of Management, set up in accordance with its Articles of Association.

The Chief Executive Officer (CEO) is responsible for the organisation and direction of the Centre and is accountable to the Council of Management.

The principal objective of the Brandon Centre is to maintain and develop an accessible and flexible professional service in response to the psychological, medical, sexual and social problems of young people aged 12 to 25 years.

- a) To relieve distress, mobilise personal resources and facilitate growth in adolescents towards responsibility and self-fulfilment.

b) To prevent or alleviate suffering caused by unwanted pregnancy, mental ill health, psychological disturbance and maladaptation in adult and future family relationships.

The Brandon Centre's service extends to a wide range of adolescent problems and is based on a psychoanalytic understanding of adolescent development. There is particular medical provision for contraceptive, pregnancy and psychosexual difficulties.

The work of the Centre covers:

- 1) Direct clinical work:
 - Contraception and sexual health service
 - Individual psychotherapy/counselling with young people using a range of evidence-based therapies, and consultation to parents/carers/professionals
 - Multisystemic therapy (MST)
 - Parent management training
- 2) Information
- 3) Training, consultation and teaching
- 4) Audit, research and evaluation

3. Job Purpose

To be ultimately responsible for leading, managing and directing the Centre including:

- Ensuring financial support for the Centre's services
- The delivering of high quality, safe and cost effective services to service users taking into account national and local priorities and performance targets
- Providing vision and strategic direction.
- The performance of the Centre's services and organisation
- Ensuring the Centre aspires to provide the highest quality of patient care within available resources, engages and develops its staff and works proactively and effectively with service users and partner organisations.

4. Principal Accountabilities

A. Strategic Leadership

- Working with the Council of Management, acting clinical directors, senior management and service leads in developing and promoting the Centre's vision, values, aims and strategic direction.
- Provide strategic leadership and engagement with management and staff in the Centre to ensure alignment of effort behind the Centre's strategic objectives.
- Establish effective mechanisms to ensure the engagement of service users and carers in the design, delivery and monitoring of services.
- Review and evaluate present and future service opportunities, identifying threats and risks in the external environment and take action to capitalise on business opportunities in line with Centre strategy

- Lead and further develop robust external relationships and partnerships to ensure the sustainability of services and to build the organisation.
- Ensure that the quality of care is firmly at the centre of everything that the Centre does.
- Achieving the highest possible standards of corporate and clinical governance and controls assurance, and reporting regularly to the Council of Management on the achievement of those standards.
- Providing the Council of Management with timely, accurate information on which to make informed policy decisions about the strategic direction and priorities of the Centre and on which to assess the degree to which Centre policies and procedures are working effectively.
- Understand, assess and manage strategic, reputational and operational risk; produce review and revise the Centre's business plan to ensure that it will achieve the Centre's vision and strategy.
- Working with the Chair to ensure that all members of the Council of Management are able (through appropriate induction, briefings and visits to the Centre) to contribute effectively to the policy setting agenda and to discharge their monitoring responsibilities.
- Ensuring that services are provided in a way which recognises and respects the diversity of the service users and the community served by the Centre.
- Preparing an annual report for presentation to the Centre's Annual General Meeting.
- Developing an 'open and inclusive' management style throughout all levels of the organisation.
- Ensuring that a health and safety culture is embedded within the organisation to ensure a safe environment for staff, patients, visitors and contractors so far as is reasonably practicable.
- Promote an integrated approach to the delivery of health and social care and maintain the Centre's working partnership arrangements with local authorities, CCGs, NHS Trusts, and partners in the local health economy including the voluntary sector, third sector, social care and other stakeholders.

B. Finance and Service Agreements

Responsible for financial performance including:

- Generating income for the running of the Centre and the Centre's services through competing for local authority and CCG contracts, submitting proposals to charitable trusts for grants and to organisations in the corporate sector for donations
- Income and expenditure balance
- Delivery of efficiency targets and cost improvement programmes.
- Maintenance of robust and transparent financial systems and audits.
- Developing more cost-effective ways of delivering care within agreed quality thresholds.

- Balancing activity levels, workforce and finance to achieve the Centre's performance targets.

C. Governance

- Maintain the highest standards of conduct and integrity within the Centre and ensure compliance with best practice, statute and regulatory requirements in all matters including financial, integrated governance, legal and clinical related issues.
- Draw the Council of Management's attention to matters it should consider and decide upon, ensuring that proper attention is given to them.
- Ensure that the Council of Management is given the advice and information necessary to perform its duties and work with the Chair to ensure that the business of the Council of Management is properly conducted.
- Establish robust and transparent systems of control and limits of delegation and provide the Council of Management with regular assurance of their effectiveness.
- Understand and advise the Council of Management on the legal position in relation to all key aspects of the business, financial assets, people, IT and intellectual property.
- Ensure that the Centre carries out its functions in a way that demonstrates proper stewardship of public money and assets.

D. Quality and Service Provision

Achieving national and local performance targets for the quality of services provided by the Centre, including the provision of:

- Health care delivered in accordance with best practice guidelines and protocols.
- User-centred, personalised services.
- Joined-up systems and procedures which enhance the total experience of care for the service user and carers.
- A clean, safe and welcoming environment.
- Delivering the Centre's policies for clinical governance, including clinical standards, risk management (including Health & Safety and Fire) and appraisal of clinical staff.
- Maintaining effective user, carer and public involvement policies which ensure that feedback is facilitated, monitored and contributes to the continuing evaluation and improvement of services.
- Operating a complaints procedure which is robust, effective and from which lessons learned are applied to improve services.
- Ensure key performance standards and measures are identified including those relating to performance, quality, service, care, audit, workforce, financial and budget are monitored and reported approximately.

E. Workforce and Organisational Development

- Develop and embed organisational culture which is open and transparent, enables individuals to maximise their contribution and in which the Centre's values are central.
- Ensuring there is a clear understanding of the human resource implications brought about by organisational change and lead and manage such change effectively. This will include the assessment of when to change and when to consolidate.
- The establishment of strategies which develop a reputation as a good employer and support effective service delivery.
- Manage, motivate and empower members of the management team.
- Compliance with all statutory requirements as an employer.
- Develop effective working relationships and communications with staff, professional bodies and trade unions ensuring that staff are motivated, developed, supported and respected.
- Act as a champion for equality and diversity, both as an employer and provider of services, ensuring that effective policies and procedures are in place and promoted.

F. Communications and Partnership

- Develop and implement communications strategies designed to enhance mutual understanding and expectations between the Centre and its key stakeholders.
- Promote effective joint working with external stakeholders and key partners towards the achievement of the Centre's strategic objectives.
- Develop and build upon existing networks including other voluntary sector organisations, NHS Providers, Care Quality Commission and government agencies.
- Promote a vision of shared delivery, collaboration and partnership working, embracing an external focus to build upon the key partnership arrangements already established by the Centre with CCGs, local authorities and other providers across the local health care economy.
- Developing the communication skills of staff to enable them to provide a responsive user centred service.
- Develop and maintain an engaging and robust service user involvement strategy.

Miscellaneous

- Perform any duty specifically designated by the Council of Management as being properly the responsibility of the post holder.

General responsibilities for all Brandon Centre staff

All employees of the Brandon Centre are required to observe legislation, Brandon Centre policies, standards and guidelines relating to confidentiality, information governance, risk management, safeguarding children, safeguarding adults, equal opportunities, data protection, freedom of information, health and safety, infection control, and the Health and Social Care Act

2008 (previously known as the Hygiene Code).

Confidentiality and data protection

All Brandon Centre employees are required to ensure that personal data and personal information concerning service users and staff is protected at all times, to maintain confidentiality in accordance with the Brandon Centre's policy on confidentiality and information governance, and data protection legislation.

Staff are required to obtain, process and/or use personal information in a fair and lawful way, to hold personal information only for the specific registered purpose, and to only share or disclose data to authorised persons or organisations following the strict guidelines and principles as outlined in Brandon Centre policies as instructed.

All Brandon Centre employees are expected to sign a confidentiality agreement on taking up their post at the Centre.

Safeguarding of children and adults

All staff have a responsibility to safeguard and promote the welfare of all children and adults that they come into contact with during the course of their work at the Brandon Centre. The post holder will receive the appropriate level of training, both at induction and on an ongoing basis. She/he is responsible for ensuring that they are familiar with, understand and always work within the safeguarding policies of the organisation.

Health records, record keeping and record management

All staff have an obligation to ensure that patient records (both paper and electronic) are maintained in accordance with Brandon Centre policies, to facilitate clinical care and effective administration, and to ensure that confidentiality is protected at all times. All staff are advised to compile records on the assumption that they are accessible to patients in line with the Access to Health Records Act 1990.

Equality and Diversity

The Brandon Centre is committed to equality in employment and service delivery. Its Equal Opportunities Policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of sex, race, colour, religion, marital status, sexuality, age or disability and is not placed at a disadvantage by conditions or requirements which cannot be shown to be justified. All those working for Brandon Centre are expected to actively promote equality and diversity in all aspects of their work.

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, patients and visitors.

Infection Control

The post holder will ensure compliance with the Brandon Centre's Infection Prevention and Control policies and procedures, and the Health and Social Care Act 2008, ensuring that the risk of healthcare associated infection to service users and staff is minimised.

Waste disposal

All staff must ensure that waste produced within the Centre is disposed of in such ways that control risk to health or safety of staff and the public alike in accordance with relevant legislation and procedures contained within the policy.

Smoke free environment

There is a no smoking policy in operation in the Brandon Centre. In accordance with this policy smoking is positively discouraged and is not permitted on the premises.

This job description is designed to reflect duties currently incorporated in this post. These may change in light of a change in the service provided by the Centre, but any such change will be fully discussed with the post holder. This job description is subject to an annual review.

**THE BRANDON CENTRE
CHIEF EXECUTIVE OFFICER
PERSON SPECIFICATION**

The CEO should be an experienced leader, who has a genuine commitment to, and sympathy with, the Brandon Centre's objectives, maintaining its ethos and providing vision, and ideally have the following skills and attributes:

- Demonstrate leadership, management and organisational skills, including fairness and impartiality and openness to new ideas and information.
- The ability to think, and operate strategically.
- The ability to work closely with Trustees and staff, building positive working relationships in a constructive and consultative environment, looking for and acknowledging the contribution of others and making them feel valued members of the team, at the same time as confronting and resolving inadequate performance in a respectful way.
- The ability to influence stakeholders positively, in order to achieve results that are in the best interest of the Brandon Centre.

	Criteria	Assessment
Qualifications	<ul style="list-style-type: none"> • Professional management qualification or other qualification relevant to the post 	AF
Experience	<ul style="list-style-type: none"> • Five years senior / board level experience in a people focused social/health care, medical or mental health medium or large sized charity • Experienced chief executive or second-in-line officer • Experienced line manager at a senior level • Successful strategic and day to day management of organizational financial services • Proven track record of fundraising • Proven track record of successful "business" strategy in a medium or large sized charity • Experience of human resources management • Experience of organisational legal responsibilities and compliance • Proven track record of managing organisational change • Experience in the use of Information Technology to support the work of an organisation 	AF/I AF/I AF/I AF/I/A AF/I AF/I/A AF/I AF/I AF/I AF/I AF/I/A

	<ul style="list-style-type: none"> • Experience of undertaking publicity and networking 	AF/I/A
Skills, Knowledge and Abilities	<ul style="list-style-type: none"> • Excellent interpersonal and communication skills • Excellent problem solving and decision making skills • Business focused • Visionary strategist • Ability to develop and maintain networks • Able to lead and motivate staff • Knowledge of charity / voluntary sectors, NHS and local authorities • Knowledge of quality systems 	AF/I/A AF/I AF/I/A AF/I/A AF/I AF/I AF/I AF
Personal Attributes	<ul style="list-style-type: none"> • Understand and respect the Brandon Centre's mission statement values • Commitment to the mission statement values and to the specific charitable objectives and ethics of the Charity • Attentive to appropriately meeting young people's needs • Proactive with dynamism and energy • Enjoys the leader position / role • Willingness to travel when necessary 	I/A I/A I/A I/A I/A AF

Key

AF: Application form

I: Interview

A: Assessment