# JOB DESCRIPTION AND PERSON SPECIFICATION

|  |  |
| --- | --- |
| Job Title | Chief Executive Officer |
| Date | 1st August 2025 |
| Responsible to: | The Board of Trustees |
| Responsible for: | Staff and Volunteers |
| Location: | SWACA, 166 Knowsley Rd, Bootle L20 4NR |
| Status | Permanent, Full Time (35 hours per week) |
| Salary | £50 - £60,000 depending on experience. |

# Key Purpose

The CEO will be an exceptional person, providing dynamic strategic leadership and direction, ensuring the Organisation effectively supports survivors and works towards ending domestic violence and abuse. This involves shaping the charity's vision, overseeing high quality, research and trauma informed service delivery, driving impact and innovation, operational excellence, managing financial sustainability, and advocating for survivors.

The CEO will build partnerships, raise the charity's profile, and will ensure the Organisation's overall success and impact is realised and focused on both adult survivors of domestic abuse and children.

# Scope of Job – Main Tasks, Duties, and Responsibilities

|  |
| --- |
| **Strategy and Planning** |
| |  | | --- | | In conjunction with the Board of Trustees, develop SWACA’s maturity with the culture, values, people, strategy, systems, and processes needed to succeed both now and in the future. | | Ensure that the whole team is part of the setting and achieving of the Charity’s strategy. | | Place the experiences and views of the adults, children, and young people we support at the heart of SWACA’s strategy and development. | | Work to ensure the strategy is in line with external and legal changes, as well as changing  needs of adults, children, and young people. | | Report regularly on progress with accountability for achieving strategic goals and  performance of the Charity. | | Identify potential future risks and opportunities in conjunction with the Board to proactively plan  and position the Charity for the future. | |
| **Leadership** |
| Communicate and sustain an inspiring vision for the Organisation, ensuring services have the reach and are innovatively designed and delivered, ensuring everyone has the same opportunity to utilise and benefit from available resources, regardless of their background or characteristics. |
| Champion coproduction and continually place the views and experiences of the adults, children and young people at the heart of the Charity’s strategy and practice. |
| Lead SWACA through opportunities and challenges, always seeking to meet the needs of our beneficiaries. |
| Ensure that our vision, values and ethos remain an inspiration for the team and our stakeholders. |
| Nurture and continue to build inclusive, collaborative and high performing teams and culture within our staff and volunteers in alignment with SWACA mission, where everyone can perform to their best potential. |
| Drive the Charity’s performance by inspiring leaders through empowerment, development, and coaching. Creating and maintaining a learning and development culture that underpins performance improvement in all SWACA services. |
| Develop and implement SWACA’s policies and procedures in line with legislation, relevant professional advice, and the Board’s decisions. |
| Have overall responsibility for safeguarding (adults and children), and ensuring the service complies with national and local guidance and legislation. |
| Ensure all services are managed and maintained to a high standard in day-to-day operations, frequently assessing quality assurance and minimising risks,  with full regard to Health & Safety legislation. |
| Have the overall responsibility for promoting and delivering on Equality and Diversity, in line with the Equality Act 2010 (updated 2025) and any subsequent legislation or guidance. |
| **Building Our External Profile** |
| Act as the ambassador and public face of SWACA, maintaining positive contact with external bodies such as the Borough Council, Health, Police, Third, Voluntary and Independent Sector partners. |
| Oversee the on-going development of a publicity and marketing strategy for the Charity, including developing the organisation’s public profile through media and PR activities, including promoting its aims and values and building a strong and positive reputation. |
| Participate in relevant interagency and community working groups, committees, and forums, to represent and promote the aims and values of SWACA and the views of its service users. |
| Direct SWACA to contribute in any way possible to research on issues related to domestic violence and abuse, whether national, local, regional, or national. |
| Provide credible subject matter expertise and continue to function as an expert consultant resource for external and/or partner projects where appropriate. |
| Be a confident spokesperson, able to represent the Organisation to people at all levels, from a position of credibility and expert knowledge, including engaging with, and representing SWACA with the media. |
| **Income Generation** |
| Develop and monitor strategies for accessing and securing funds to build and sustain the Charity and its strategy. |
| Develop and implement an income generation strategy on behalf of the Board of Trustees. |
| Maximise the potential income of SWACA wherever possible. |
| Ensure that strong and enduring relationships with key funders and corporate partners continue to be established and nurtured. |

|  |
| --- |
| **Finance** |
| Take Strategic Leadership responsibility for the overall financial and operational health of the Charity, ensuring SWACA activities and assets are efficiently managed and in line with available resources. |
| Ensure compliance with SWACA’s financial procedures, including spending authorisation limits,  and manage allocated budgets, ensuring SWACA’s financial systems and procedures are robust and fit for purpose. |
| Develop a robust and strategic financial and income generation plan to ensure the sustainability of the Charity with the Senior Leadership Team (SLT). |
| Ensure that all funds are used in an efficient and accountable way, in line with the standards and legal requirements of the Charities Commission and other relevant bodies. |
| Oversee the preparation of budgets and business plans where appropriate, identifying the strengths and weaknesses in the Charity’s financial position and working with the Board of Trustees to address these. |
| **Governance** |
| Accountable to the Board of Trustees, support them to fulfil their duties and responsibilities for the Charity by ensuring they receive timely advice and robust assurance in regard to Good Practice, Finance, Risk, Programmes, Human Resources, Performance (including impact and outcomes) and Infrastructure. |
| Ensure that SWACA meets its statutory and other obligations as a Charitable Incorporated Charity, and that good governance is central to the charity and compliant with the law. |
| Convey to SWACA’s Board of Trustees the activities of the Charity, including advising on strategy and policy formulation, leading the implementation of Board decisions. Annual Report, Business Plan, and other reports were appropriate. |
| Identify and implement effective risk management strategies and frameworks to measure progress against objectives. |
| As a growing organisation, with increasing new services offered, and growing staff numbers (currently 30 staff), you will have a proven track record of implementing safe and effective systems and controls within an organisation or across organisations. |

**Person Specification (A=Application, I = Interview)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **KNOWLEDGE, QUALIFICATIONS & SKILLS** | **Essential Desirable** | **How assessed** |
| 1 | Educated to Graduate level | D | A |
| 2 | A recognised social work/health professional qualification or management qualification | E | A / I |
| 3 | Professional experience of working in safeguarding (adults, children, domestic abuse) at a senior level, including multiagency working. | E | A / I |
| 4 | Direct experience of Domestic Abuse related work | E | A / I |
| 5 | Knowledge of the operational structures needed for the delivery of services and organisational sustainability. | E | A / I |
| 6 | Demonstratable IT skills, such as Word, Excel, PowerPoint. | E | A / I |
| 7 | Demonstrate experience of trauma-informed practice and the  challenges this brings to people living with trauma, enabling an environment where people feel psychologically and physically safe, trusted, and empowered. | E | A |
|  | **LEADERSHIP & MANAGEMENT** | | |
| 8 | An emotionally intelligent leader, with proven leadership skills,  developed through senior management or CEO experience. | E | I |
| 9 | A proven strategic forward thinking, who thrives on innovation and is able to assess implications before making decisions |  |  |
| 10 | Demonstrable ability to lead and inspire an organisation at all levels to achieve its strategic objectives | E | A / I |
| 11 | Demonstratable experience of performance management, outcomes, impact and quality assurance frameworks | E | A / I |
| 12 | Ability to create a positive culture within the workplace with a strong team working ethos including staff development and performance development reviews. | E | A / I |
| 13 | Experience of ensuring the effective management of staff and volunteers; ensuring that SWACAs policies are up-to-date, consistent, ratified by the Board and implemented effectively. | E | A / I |
| 14 | Experience of inspiring and supporting the team to meet targets and understanding how their contribution is vital to the achievement of wider strategic aims | E | A / I |
| 15 | Ensuring that there are clear lines of accountability and responsibility across the teams, fostering and maintaining effective working relationships at all levels within the Organisation | E | A / I |
|  | **FINANCIAL MANAGEMENT** | | |
| 16 | Experience in financial management and control, including budget setting, budget control and financial planning. | E | A / I |
| 17 | Experience of income generation and of tendering and procurement processes including a track record of securing funding through contracts, grants and fundraising. | E | A / I |
| 18 | Bid and tender writing skills including negotiation of contracts and relationship-building with partner organisations, funders and potential funders | E | A / I |
|  | **ANALYTICAL & STRATEGIC THINKING** |  |  |
| 19 | Experience of strategy development and implementation including a proven track record of implanting systems and controls. | E | A / I |
| 20 | Ability to exercise independent judgement and challenge constructively | E | A / I |
| 21 | Excellent communication skills on all levels | E | A / I |
| 22 | Experience of public speaking and excellent presentation skills | E | A / I |
| 23 | High levels of skills in report and critical review writing | E | A / I |
|  | **RELATIONSHIP & MANAGEMENT** | | |
| 24 | Demonstratable knowledge of governance, trusteeship, and the necessary lines of authority within charitable organisations | E | A / I |
| 25 | Strong policy understanding and a proven track record of working in the voluntary sector to influence change | E | I |
| 26 | Excellent networking and stakeholder engagement skills, with a high level of experience of representing organisations externally. A confident spokesperson. | E | I |

**This job description is not intended to be exhaustive and will require duties in line with the needs of the Organisation.**

**This post will require an Enhanced DBS Check upon appointment.**