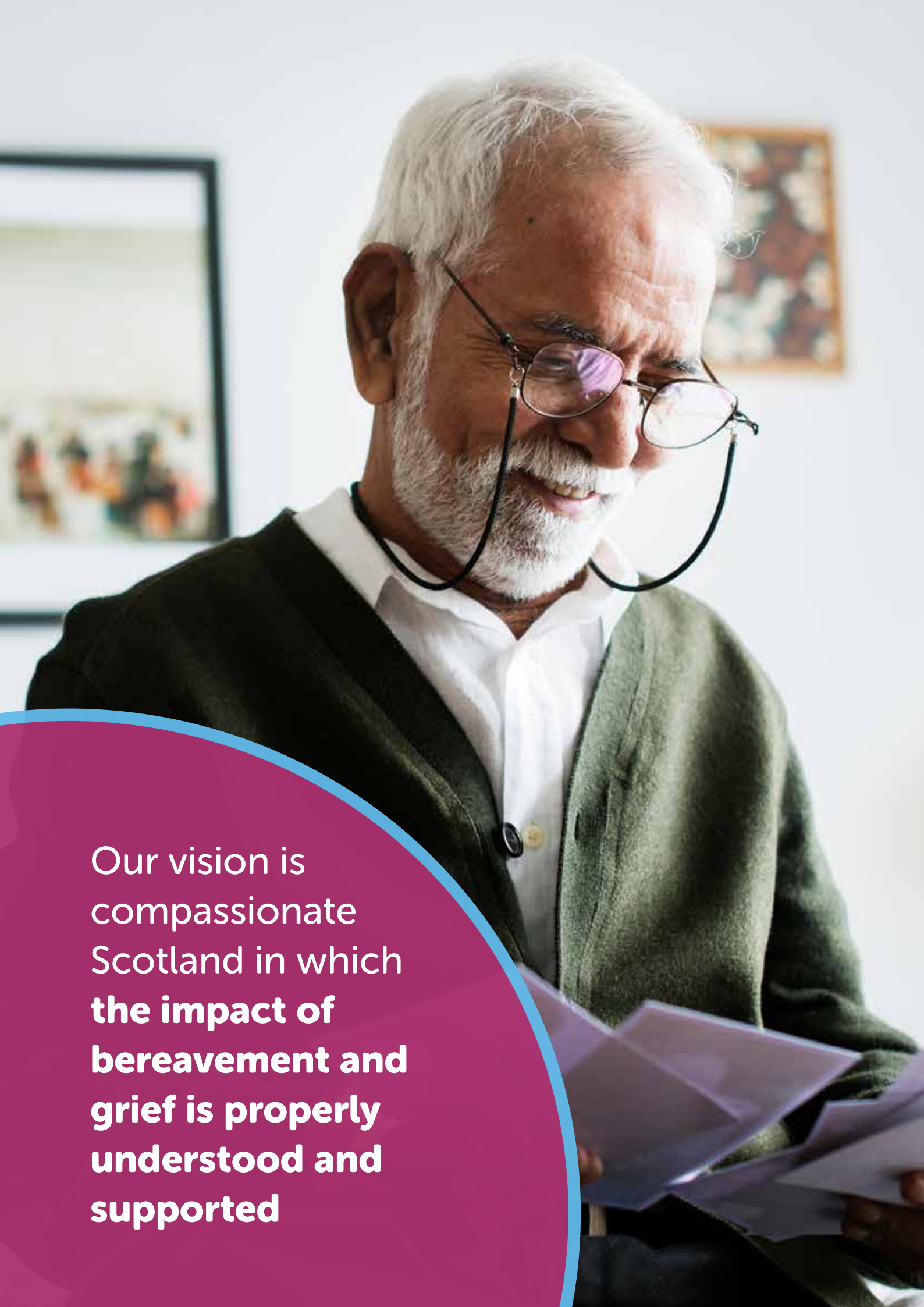


# Chief Executive Officer Pack





Our vision is  
compassionate  
Scotland in which  
**the impact of  
bereavement and  
grief is properly  
understood and  
supported**

# Introduction

## We are looking for an inspirational leader to be our new Chief Executive to take the Cruse Scotland into its next phase of development.

Our next CEO will join Cruse Scotland at an exciting time, following a period of growth and dynamic change, influenced, in part, by the Covid-19 pandemic.

The CEO will lead a skilled and passionate team, focused on providing effective support for bereaved adults, children and families in Scotland. The successful candidate must be ready to embrace our values, provide inspired leadership to our staff and volunteers, deliver our strategic goals and establish a strong working relationship with the Board of Trustees to build on our track record and lead the organisation forward.

If you share our vision, values and passion and believe you have the skills and experience we need, then this could provide an exciting and rewarding opportunity for you and we very much look forward to hearing from you.

Please note CVs will not be considered as part of your application for this position.

Application forms must be returned via email to [Alison@greigmelvillehr.co.uk](mailto:Alison@greigmelvillehr.co.uk). For more information about the role please contact the Chair:

[christine.mclintock@crusescotland.org.uk](mailto:christine.mclintock@crusescotland.org.uk)

First interviews for successful long-listed candidates will be held on **15th August 2022**.

Second interviews for shortlisted candidates will take place in the week commencing **22nd August, 2022** (both in Edinburgh). Please note only shortlisted candidates will be invited for interview.

The closing date for completed application forms is **Friday 5th August at 5pm**.

All further information including the application form can be found below:

<https://goodmoves.com/vacancy/a4s3z00000SfJQOAA3/Chief-Executive-Officer>





# The role



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## Job Description

**Salary Scale:** £48,000-£52,000 per annum depending on experience.  
Plus 6 % pension contribution.

**Number of Hours:** Full-time, 35 hours per week.

### Relationships

**and accountability:** The CEO is accountable to the Cruse Scotland Chair and Board and has direct line responsibility for senior Cruse Scotland staff.

**Location of Post:** Flexible Edinburgh or Perth with regular travel across Scotland and occasionally beyond.

**Annual leave:** 25 days annual leave plus 10 public holidays.

### Job Purpose:

- To provide leadership and continued development of Cruse Scotland.
- To be responsible for the management and administration of Cruse Scotland within the strategic, policy and accountability frameworks laid down by the Board.
- Working together with the Chair, to enable the Board to fulfil its duties and responsibilities for the proper governance of Cruse Scotland and to ensure the Board receives timely advice and appropriate information on all relevant matters.
- To provide leadership in the development and delivery of bereavement support services across Scotland.

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## Key areas of responsibility

### Governance and Strategic Planning:

- Assist the Board to fulfil its duties and responsibilities for the proper governance of Cruse Scotland and ensure the Board receives timely advice and appropriate information on all relevant matters.
- Support the management and administration of the Board and committees.
- Advise the Board on the development of policies and ensure all policies are relevant, ethical, up to date and consistently applied.
- Identify, review, and establish plans to mitigate significant risks facing the organisation.
- Assume the role of Company Secretary and undertake the duties this involves.
- Periodically, lead the review and development of strategy for the organisation within its objects, vision and mission, and obtain the approval of the Board.
- Ensure that Cruse Scotland meets its constitutional, legal, financial, audit and statutory duties and that all activities meet agreed values and best practice.
- Ensure there are effective mechanisms to ensure the robustness of appropriate external and internal controls.

## Key areas of responsibility (cont.)

### Leadership and Management:

- Deliver the agreed strategic goals of the organisation.
- Senior responsibility for day-to-day management of Cruse Scotland and all its activities.
- Lead, inspire and motivate staff and volunteers.
- Uphold the values of Cruse Scotland.
- Direct line-management of Chief Operating Officer and senior staff with responsibilities including Financial Management, Income Generation, Marketing, and other corporate functions.
- Ensure appropriate structures are in place to recruit, manage, support and develop staff, volunteers and freelance practitioners, all in accordance with good employment and volunteer management practice.
- Ensure the organisation has appropriate management structures, systems and resources in place to carry out and fulfil its strategic goals.
- In liaison with senior management team, prepare annual Implementation plan and key performance indicators, making best use of key resources (human, physical, technological and financial).
- Senior responsibility for safeguarding across the organisation.

### Service Management and Development *in liaison with Operations Team:*

- Identify and develop opportunities that will improve support that is offered to bereaved people.
- Pro-actively establish positive relationships with other service providers and statutory bodies to improve offering to bereaved people.
- Keep abreast with latest developments related to grief, bereavement, and wellbeing to identify opportunities for development and collaboration.
- Ensure systems are in place to monitor and evaluate services and the organisation's impact.
- Prepare progress reports for Board and other stakeholders as required.
- Help shape and influence bereavement policy and practice locally and nationally working with a range of stakeholders.

## Key areas of responsibility (cont.)

### Financial Management:

- Establish, manage, and report on annual budgets and on financial performance including interpretation and application of key financial information.
- Ensure that Cruse Scotland's financial regulations are adhered to and reviewed annually.
- Ensure systems are in place to set budgets and reports for specific projects and geographic areas.

### Income Generation, Marketing and Communications:

- Senior responsibility for developing and delivering the charity's Income Generation Strategy and Marketing Strategy.
- Develop and maintain positive relationships with statutory, voluntary, and private sector bodies to advance the charity's aims.
- Identify funding and business opportunities to sustain and/or develop the charity's activities.
- Oversee funding application processes, when required support team with the preparation of funding applications.
- Act as an ambassador and spokesperson for the charity.

### General:

- Consistently demonstrate empathy with the aims, goals and values of Cruse Scotland.
- At all times to act in a manner to safeguard the interests of Cruse Scotland and justify public trust and confidence in the organisation.
- Take responsibility for own professional development and attend all mandatory training as well as conferences, training, networking and other events as appropriate.



# Person Specification



	Essential	Desirable
<b>Experience</b>	<p>Proven track record in a senior leadership role with expertise in leading the developments and implementation of strategic plans and leading change.</p> <p>Experience of strategic growth planning and implementation.</p> <p>Experience of working strategically with a range of diverse stakeholders and forging successful relationships.</p> <p>Demonstrable experience of identifying and developing successful new opportunities for growth.</p> <p>Experience of leading the development and delivery of high-quality services and outcomes, including within a public sector commissioning environment.</p> <p>Proven record of effective performance management, with strengths in measuring, evaluating and reporting on impact of services.</p> <p>Proven record of successful financial management, planning and budgetary control of similar size budgets, contributing to funding applications and reporting, with proven evidence of commercial acumen.</p> <p>Demonstrable record of leading, motivating and managing multi-site, multi-disciplinary teams.</p>	<p>Experience of policy development in the health and social care sector.</p> <p>Experience of supporting bereaved people.</p> <p>Experience of managing staff and volunteers across a wide geography.</p> <p>Experience of a leadership role in the Third Sector.</p>
<b>Knowledge</b>	<p>Educated to degree level or equivalent.</p> <p>In depth knowledge of health and social care services.</p> <p>Extensive knowledge of the voluntary sector.</p> <p>Good working knowledge of computer systems, including Excel and Word skills.</p> <p>Knowledge of good governance, risk management, HR, GDPR, Health &amp; Safety and other constitutional, legal, financial, audit and statutory duties of charities.</p>	<p>Counselling qualification.</p> <p>Have an impressive and active network in the field.</p> <p>Comprehensive understanding of the legislative and policy landscape.</p>

All further information including the application form can be found at:

<https://goodmoves.com/vacancy/a4s3z00000S-fJQOAA3/Chief-Executive-Officer>

	Essential	Desirable
Skills	<p>Ability to lead and inspire staff and large volunteer group.</p> <p>Excellent communication skills including written, verbal, listening and in a wide variety of contexts.</p> <p>Proven ability to ensure that objectives are delivered on time and to a high standard.</p> <p>Proven ability to influence and engage people at all levels in government, health and social care, statutory, voluntary and community sectors.</p> <p>Proven ability to provide values led leadership, inspiring confidence and enthusiasm in others.</p> <p>Proven ability to make strategic decisions, in complex and often stressful situations.</p> <p>A team player, working co-operatively and productively with others to achieve results.</p> <p>A lively intellect – astute and able to provide a clear direction.</p> <p>Project management skills.</p> <p>Strong numerical and financial skills, understanding of charity finance and an ability to deal with a range of funding streams.</p> <p>Highly effective people management skills.</p>	
Personal attributes	<p>Be an influential and effective leader with excellent interpersonal skills.</p> <p>Self-motivated with strong client focus.</p> <p>Work well under pressure.</p> <p>Collaborative, responsive, and flexible working style .</p> <p>Can-do attitude.</p> <p>Work with honesty and integrity.</p> <p>Take responsibility for own professional development.</p> <p>Pro-active and responsive to requirements of clients, partners, funders, colleagues and Trustees.</p>	
Other	<p>Employment is subject to an enhanced <b>PVG check</b> before appointment and subsequently checked.</p> <p>Willing to work flexible hours and able to undertake regular travel.</p>	



# About Us



Cruse Scotland is a unique organisation. We have a proven record of providing personalised, quality support to bereaved adults, children and families across Scotland over the last 55 years.

We are Scotland's **only** open-to-all bereavement charity. As such, we support people of all ages regardless of when the death occurred or the cause of death.

Our services are:

- Reassurance, information and self-help support materials
- Helpline and webchat support
- Bereavement groups – social and therapeutic
- Specialist Early Bereavement Support
- Listening and Counselling services for adults
- Specialist bereavement support for children and young people
- Development of therapeutic workforce
- Specialist training for organisations and individuals that encounter death in the course of their duties, and or work with bereaved people

## Our Impact

Research suggests there were approximately 50,000 people in need of bereavement support in Scotland in 2021/22. The data shows that our staff and volunteers working together provide one to one support for around 10 % of this population with many more people being helped through information, training and group support. This shows a significant reach and impact for an organisation with a small staff infrastructure that is dependent almost entirely on highly skilled volunteers for service delivery. While this is a very significant achievement, we continue to work tirelessly to develop our services to enable us to reach even more people who need our help.

The positive impact of Cruse on those we support (in terms of improved mental and physical wellbeing, reduced need for GP and other medical assistance and earlier return to work) is clearly demonstrated by our evidence-based evaluation.

## Our Team

It is a testament to the hard work and commitment of those involved in Cruse that such an enormous amount is achieved with 22 paid staff (11 full-time and 11 part-time) including two part-time fundraisers with different skill sets.

Approximately 250 volunteers contributed 12,000 volunteer hours. Volunteers provide bereavement support and counselling to Cruse Scotland's clients, as well as undertaking administrative and support roles that ensure the charity operates effectively.

The company also employs workers on a freelance basis to provide practice supervision and deliver training.

# About Us



## Our Board

Our Board are responsible and accountable for the overall strategic leadership and direction of Cruse Scotland, safeguarding the assets, reputation and ethos of the organisation and promoting its work. We have ten Board members drawn from a range of backgrounds including, health and social care, counselling, finance, IT, marketing, business and law.

The Board is in the process of working on a new five year strategy focusing on the following strategic goals.

## Sustainability

To enable sustainability by diversifying our income stream & resource model; to assess and reduce the environmental impact of the organisation.

## Bereavement support

To deliver more effective services to more bereaved people.

## Positive bereavement health

To promote bereavement support in communities through education & training

## Diversity & Equalities

To better understand and address inequalities & diversity issues affecting Cruse Scotland and our clients.

## Influencing

To ensure the experiences of bereaved people influence policy & practice in Scotland.

