

Job Description

POST	Chief Executive Officer (CEO)
EMPLOYER	VOCAL (Voice of Carers Across Lothian)
SALARY	Initial salary in range £50K to £65K Employer matched pension contribution up to 6 %
HOURS	36 per week with some evening and weekend work 32 days paid leave plus six public holidays Some hybrid working in line with VOCAL's policy
LOCATION	The post holder will be based at VOCAL's Edinburgh Carers Hub, 60 Leith Walk, EH6 5HB and work across Edinburgh and Midlothian

VOCAL is a carer-led organisation employing 60 staff, supported by a team of approximately 50 volunteers. VOCAL is based at the Edinburgh Carers' Hub, the Midlothian Carer Centre and co-located at several health and social care settings across Edinburgh and Midlothian.

VOCAL communicates with over 10,000 carers annually, utilising a wide range of platforms and media. It works with partners across all sectors to offer services to carers, who are often caring for someone with a life limiting condition.

The Charity's current income is circa £3,500,000 through a range of contracts from the Edinburgh and Midlothian Health and Social Care Partnerships, funding streams from the Scottish Government, trust funds and foundations as well as a wide range of fund-raising initiatives. VOCAL's major contracts are up to five years in length.

Purpose of the Post

The CEO provides leadership to ensure a focus on VOCAL's vision and strategy, to encourage, motivate, support and inspire staff and volunteers. The successful applicant, supported by a strong Senior Management Team, will ensure that VOCAL maintains its high public profile and excellent reputation. The CEO works with the Board to ensure high standards of governance throughout the organisation, sustaining a mutually professional and supportive relationship with the Convenor.

Specific Responsibilities

The CEO has lead responsibility for:

- all aspects of VOCAL's development as an organisation.
- the management of a multidisciplinary team on operational policy and business planning to deliver VOCAL's role as a public carer advocacy organisation, a major carer support provider and provider of social enterprises for service development.

- VOCAL's engagement with relevant agencies in national and local health and social care to influence policy development. This includes building, maintaining and nurturing strategic positive relationships with a wide range of agencies.
- VOCAL's role in the implementation of the Carers (Scotland) Act 2016, in local authority Carer Strategies and in the expansion of carer support beyond VOCAL's own role as provider.
- the expansion of VOCAL's communications and reach to increase carer awareness and identification.
- promotion of carer engagement and VOCAL's services.
- identification and building of cross sector partnerships, synergies and fundraising opportunities.

Externally, the CEO represents VOCAL on a wide range of national and local planning groups, policy networks, supporting Staff and Board members in similar roles.

Within VOCAL, the CEO leads on:

- Carer Support Provision
- Human Resources
- Finance Administration
- Fundraising
- Development of Digital Initiatives

Reporting Relationships

The CEO has the following direct reports (March 2022):

- Deputy CEO
- Lead Officer Carer Support - Edinburgh
- Lead Officer Carer Support - Midlothian
- Counselling Service Manager
- Finance Officer
- HR Coordinator
- Volunteer Coordinator

The CEO reports to the Convenor of the Board of Directors.

Person Specification

Essential Knowledge & Experience

- Strategic and senior management position with responsibility over key business functions.
- Business planning, project and budget management, funding and procurement, contract compliance, monitoring and evaluation.
- Leadership and the politics of alliance building and partnership development.
- Management of complex organisation - staff recruitment, management & support.
- Leading and motivating teams.
- Change management.

Desirable Knowledge & Experience

- Scotland's devolved political landscape, in particular the political environment of the NHS, local government and the social care sectors, taking into account the context of the Carers (Scotland) Act 2016.
- The statutory, private, third and social enterprise sectors and the networks and partnerships relevant to advancing carers interests and aspirations.
- The prevalence of unpaid carers and knowledge of the wide range of impacts of caring, the needs, issues and barriers faced at different points of the caring journey; demonstrated commitment to supporting carers.
- Development of business models, which demonstrate social return on investment and deliver social, environment and economic impacts.
- Experience of collaborative working with a wide range of national and local agencies.
- Commitment to supporting people from hard-to-reach, minority or marginalised communities.

Essential Skills and Abilities

- Leadership and analytical skills
- Strategic, planning and negotiation skills
- People skills
- Communication skills
- Self-management and self-motivation

Desirable Skills and Abilities

- Digital skills across a range of online platforms, systems and software
- Public Speaking experience in addressing large groups and external audiences
- Digital communications and transformation, data management and IT services
- A valid driving licence and access to a car

Qualifications

- Education to degree level or equivalent with professional qualifications relevant to the role
- Disclosure Scotland clearance required

VOCAL values

VOCAL:

- is carer-led and engage carers in all aspects of our work
- recognises and advocates for carers as equal partners in care
- supports carers to build on their strengths and skills, identify and achieve their outcomes, strengthen their resilience and improve their quality of lives
- believes in diversity, equality of opportunity and choice
- promotes transparency and honesty
- treats people with dignity and respect
- creates opportunities for innovation, creativity and enterprise
- seeks to work in partnership around agreed outcomes

Improved outcomes for carers

As a member of VOCAL's SMT, the CEO contributes to the following outcomes for carers. Carers will report:

- being better informed about issues linked to their caring role
- improved confidence in their ability to shape services and support
- improved confidence in managing their caring role
- improved physical and mental wellbeing
- improved confidence in their ability to deal with the changing relationships
- improved economic wellbeing
- improved social wellbeing
- improved personal safety