



# **PF Counselling CEO**

## **Recruitment Brief & Job Description**

**PF Counselling Service, 8 Balcarres Street, Edinburgh, EH10 5JB**

The Pastoral Foundation is a registered Scottish charity SC008875 and company limited by guarantee SC122762 | 0131 447 0876 |



## Role Description

**Job Title:** Chief Executive Officer

**Job Hours:** Full-time 35 hours per week

**Location:** PF Counselling, 8 Balcarres Street, Edinburgh, EH10 5JB

**Accountability:** PF Board of Directors

**Salary Range:** £45,000-£55,000

**Duration:** Permanent

## Introduction

**PF is a registered charity established in 1986 to provide affordable counselling. From our premises in Morningside Edinburgh our 110 volunteer counsellors deliver up to 250 counselling sessions a week, supporting around 800 clients a year. We are looking for a Chief Executive Officer (CEO) with knowledge and experience of the third sector, and volunteer led organisations in mental health settings.**

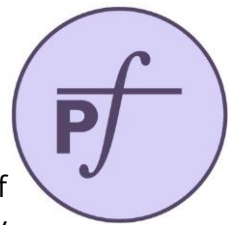
This is an exceptional opportunity to have a lead role in a unique organisation helping to change lives by improving access to mental health support and reducing the stigma of mental illness. This role blends the opportunity to shape both the strategic vision and the day-to-day reality of an organisation.

## Scope of the Role

The CEO is the most senior leadership position within PF Counselling. The CEO reports directly to the Board. Their direct reports include the Operations Manager and Senior Counsellor. Day to day administration is delivered by 1 full time and 3 part time staff reporting to the Operations Manager.

The CEO is responsible to the Board of Trustees for the overall leadership of the organisation. They will lead the development of the strategic direction of the organisation supported by the Board of Trustees. The CEO will work with the Board of Trustees to ensure accountability and informed decision making for the governance of the organisation. They will exercise oversight of all clinical, management and financial decisions and will ensure legal and regulatory compliance.

The CEO will be an outstanding leader, will ensure all strands of activity contribute to shared objectives and will promote collaboration and the values of the organisation. They will be a strategic thinker that takes a proactive approach to the role and will operate with high standards and be committed to the organisational values of excellence, equity and empowerment. It will be helpful if they are a counsellor, or have been a counsellor, but not essential if they can demonstrate the ability and credibility to run a clinical service.

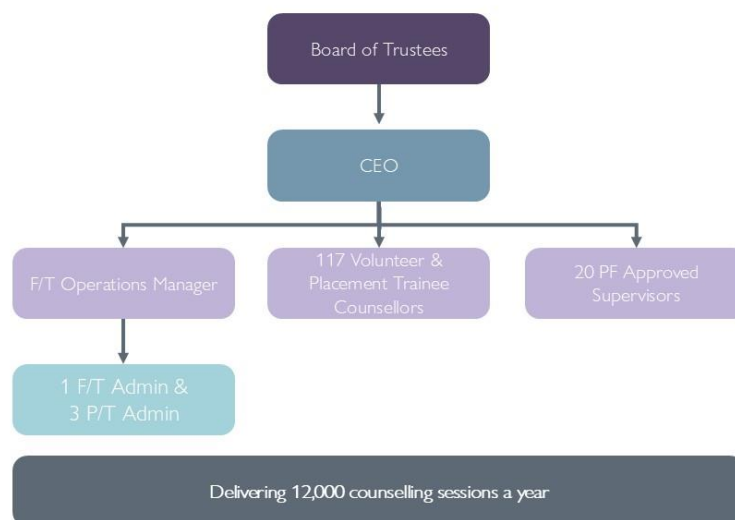


The CEO will be an advocate and ambassador for PF and will work to raise the profile of the organisation and champion the organisation in the wider counselling sector. They will manage relationships with key stakeholders, potential and existing funders and will be comfortable working at the most senior levels as well as with grass roots organisations and individuals.

At a practical level, the CEO's responsibilities fall into several categories:

- To lead on the development and delivery of the PF strategy
- To ensure all programmes of activity are delivered to the required standards and are regularly reviewed.
- To lead and develop the overall organisational culture, support and mentor all direct reports, encourage a collaborative approach to working and ensure the support and development of volunteer counsellors
- To ensure that effective partnerships are built with other organisations to expand the reach of PF's work, visibility and impact across the counselling sector and within the community.
- To keep abreast of counselling developments, best practice, and policy changes to identify and introduce appropriate innovation.
- To proactively push innovation and help the organisation evolve digitally.

## Organisational Structure



June 2025

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# Key Responsibilities

## Governance

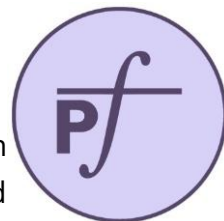
- To work with the Chair of Trustees to ensure all regulatory requirements of OSCR, COSCA and Companies House records are fulfilled and up to date and that the organisational strategy is reviewed and refreshed by the Board of Trustees.
- To ensure day to day compliance with regulatory requirements including health and safety, safeguarding and data security.
- To attend all Board meetings
- To ensure the risk register is updated regularly and approved by the Board of Trustees.
- To work and liaise with the Chair and the Trustees, on any matters arising.
- To lead on the developing and implementing organisation's strategy.

## Finance and Income Generation

- Maintain oversight of all budgets, track income and expenditure and ensure accurate forecasting through the year.
- Work with the Treasurer to produce annual and longer-term budgets, modelling a variety of scenarios as appropriate, and presenting budgets for approval to the Board.
- Ensure financial reporting is maintained and reported monthly to the Treasurer and quarterly to the Board.
- Maintain oversight of the longer-term forecast and support the development of a scenario planning approach to monitor risk.
- Lead on the delivery of PF's Income Generation strategy including applying for grant funding, income generation and donations.

## Management and Organisational Strategy

- To ensure the effectiveness of the operational and clinical teams making sure that all training, support and performance management is delivered.
- To lead the teams, with support from Board of Trustees to develop and deliver PF's strategy, engaging volunteers and staff to ensure a proactive approach in line with the organisation's values.



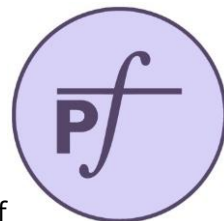
- To maintain a collaborative working environment where everyone's contribution is valued, staff are supported, and responsible schemes of delegation are used as part of staff development.
- To ensure that all actions coming from compliance requirements and the Board of Trustees are progressed and implemented.
- To implement effective strategies for leading and managing change.
- To ensure the recruitment and induction of all counsellors and maintain high levels of room occupancy.
- To maintain an appropriate system of clinical governance and clinical risk management.
- To lead on to the maintenance of all policies and processes for PF.
- To support the succession planning, recruitment and selection, training, development and support of employees and volunteers.
- To build and sustain relationships across a range of funding opportunities; statutory, individuals, trusts and foundations etc.
- To proactively nurture existing professional and clinical relationships and collaborations and seek new partnerships and avenues for collaboration within the counselling community.

## Person Specification

The successful candidate will demonstrate and provide evidence of the following skills and qualities as the criteria listed under Essential and Desirable within your application.

### Essential Competencies

- Knowledge and understanding of and connectedness with the Edinburgh and Scottish counselling environment.
- Ability to develop a vision in collaboration with partners, stakeholders and colleagues and to bring bold and ambitious ideas to fruition.
- Ability to balance strategic and developmental responsibilities with the day-to-day management of the organisation, staff and resources, digital and physical.
- Ability to work to deadlines and to prioritise tasks and conflicting targets.
- Successful experience engaging with and motivating volunteers
- An entrepreneurial approach to income generation.
- Proficiency in writing funding applications and reports.
- Budgeting and financial management abilities.
- Excellent written and verbal communication skills.
- Analytical and decision-making skills.
- Excellent team working skills.



## Desirable Competencies

- A practising or recently practising counsellor/psychotherapist or experience of managing a mental health agency.
- Knowledge of charity governance and understanding the role of a board.
- Experience of leading an organisation through a period of growth and transition.
- A proactive approach to digital transformation and innovation.
- Experience in management and HR.

## Terms of Employment

**Starting salary range:** £45,000 - £55,000. All salaries are reviewed annually by the Board and revised, if appropriate, in April each year.

**Location:** PF Counselling, 8 Balcarres Street, Edinburgh, EH10 5JB.

Hours: full-time, based on a 35-hour week. There is flexibility around days and hours, and scope for working from home, appropriate to achieving the requirements of the role.

**Pension:** PF runs a contributory pension scheme provided by The People's Pension, with the employer contribution being 3% of salary.

**Annual leave entitlement:** 25 days, plus 10 public holidays. The PF usually closes for two weeks over the Christmas and New Year period and staff are required to take annual leave to cover this period.

**Notice period:** 3 months.

## How to Apply

Please apply in writing by submitting the application form, with a copy of your CV on one page, and a covering letter summarising your suitability for the role. E-mail with the subject 'Application for Chief Executive with PF Counselling' to [recruitment@thehrbooth.co.uk](mailto:recruitment@thehrbooth.co.uk) **no later than 5pm 14 July 2025**

First stage interviews: week beginning **21 July 2025**

Second stage interviews: **28<sup>th</sup> July 2025**

If you have any questions regarding this role please contact Dick Manson, Board Chair [dick.manson@hotmail.co.uk](mailto:dick.manson@hotmail.co.uk)