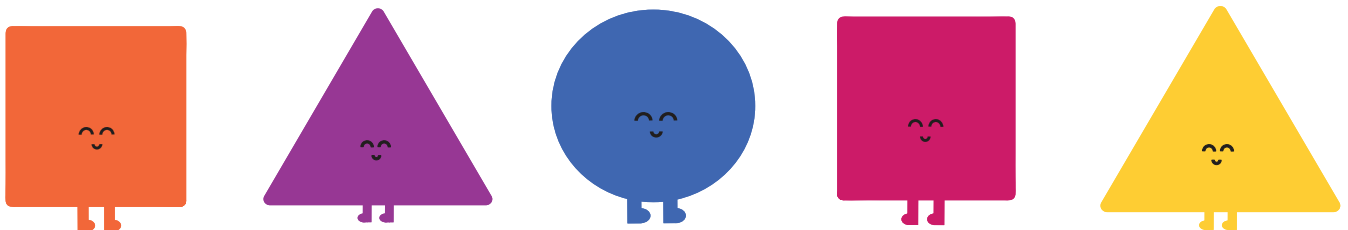




Chief Executive Officer

Recruitment Pack

2025



A welcome from our chair

Thank you for your interest in the role of Chief Executive Officer of Avenue. We welcome applications from people with the relevant skills and experience to help drive our organisation forward. We are based in Aberdeen and provide support for families and individuals across the Northeast of Scotland, with a focus on relationships, wellbeing and children.

We offer a range of services to encourage personal growth, strengthen relationships, promote family wellbeing, support children and enable healthy relationships for all. We strive towards a world in which people enjoy harmonious and respectful interactions in all aspects of their lives. Our team is made up of practitioners with a range of training, experience and specialisms. We know that everybody (and every family) is different, and we aim to offer support tailored to individual needs.

Avenue is the largest relationships charity in Scotland, and our offering is uniquely broad. Operating at our scale requires kind leadership and both the ambition and the energy to sustain our work.

Notwithstanding ensuring our sustainability, our Board is committed to further developing Avenue and the impact we have on people's lives. We seek to provide an enabling and supportive environment for the new CEO and our talented staff team. We are committed to ensuring that Avenue delivers the highest standards of good and transparent governance. We have strong dynamic partnerships and are members of the Relationships Scotland network, giving us a source of reliable evidence-based practice and a platform to influence government, policy makers and the wider sector.

Avenue is looking for someone to lead, support and drive the organisation to a new level. In 2026 we will be looking at our strategy, systems and processes and the new CEO will be central to creating a strong platform from which to further our mission of supporting people to develop and maintain healthy relationships. We seek to provide an enabling and supportive environment for the new CEO and our talented staff team

I look forward to receiving your application

Taf Powell

Job Purpose

The Chief Executive Officer is responsible for the successful delivery of the strategic direction of Avenue. Together, the Board and Chief Executive are responsible for the Avenue's financial stability and its operations. The Board delegates responsibility for management and day-to-day operations to the Chief Executive. The Chief Executive also supports the Board to carry out its governance functions effectively by providing information, guidance and support. As Company Secretary, the Chief Executive oversees all compliance including ensuring the filing of all legal and regulatory documents and monitoring compliance with relevant laws and regulations.

Reports to: Chair of Board of Trustees

Direct Reports: There are 5 staff managed by the Chief Executive. There are 30 staff employed in total and we have a number of freelance counsellors and mediators

Hours of Work: Full time, with occasional evening or weekend commitments.

Location: The normal place of work is Belgrave House, 7 Belgrave Terrace, Aberdeen, AB25 2NR. There is a requirement to visit and have presence at services across the Northeast of Scotland. Some travel (regional and national) is required, commensurate with the profile and responsibilities of the post.

Salary Range: £53,000 – £57,000

Recruitment is usually at the lower end of the band unless exceptional relevant experience justifies a higher entry point.

Contract: Permanent

Start date: To be agreed

Closing Date: 17th November 2025

Interviews will be held on: 28th November 2025

Application: please send a CV and covering letter demonstrating how you meet the person specification and management competences to avenuehr@avenuecharity.org

Key Outcomes

- 1. Avenue has a clear strategic direction and policy framework. The CEO leads strategy development and implementation by:**
 - Working with the Board and others to develop a rolling three-year strategic plan that is supported by an annual business plan
 - Reporting to the Board on the delivery of strategic and business plans
 - Ensuring our strategic plan aligns with relevant local and national policy
 - Developing and expanding our services in line with need, Avenue's strategic direction and taking account of Avenue's potential for growth within the sector.
 - Ensuring compliance with legislation and policy guidance
 - Leading a rolling review of policies to ensure compliance and best practice
 - Monitoring the legislative, policy and commissioning landscape and Avenue's position within it

2. Avenue has a clear strategic direction and policy framework. The CEO leads strategy development and implementation by:

- Ensuring that Avenue's mission and values are lived throughout the organisation
- Building on Avenue's reputation for high standards of support to families and individuals
- Building a strong and collaborative working relationship with the Chair and Avenue's Board of Trustees to help ensure the charity achieves excellence in governance
- Providing effective and inspiring leadership and management across Avenue
- Supporting the leadership team with effective line management and ensuring continuous professional development
- Ensuring staff welfare and resilience are integral to the ways of working
- Ensuring effective quality assurance is in place throughout the organisation
- Being the safeguarding lead for Avenue, ensuring a culture of safeguarding is embedded in Avenue

3. The key business functions comply with legislation and best practice (finance, IT, human resources, volunteering): The CEO is responsible for developing and implementing the key business functions and diversifying income streams by:

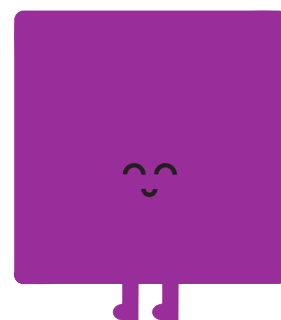
- Demonstrating financial prudence, efficiency and effectiveness
- Managing all aspects of financial performance, systems and reporting
- Implementing our income generation plan and achieving targets
- Managing funding agreements against which we will deliver agreed services
- Ensuring human resource policies and practice are up-to-date and meet legislative requirements
- Establishing and monitoring contracts with other organisations for example IT providers and purchased HR expertise

4. The day-to-day operational functions are well managed: The CEO is responsible for the day-to-day operational and general management of Avenue including:

- Recruiting, supporting and managing the performance of our staff
- Monitoring operational performance against agreed plans
- Ensuring effective internal and external communication systems
- Monitoring and evaluating services
- Providing leadership and support for staff and volunteers
- Developing and implementing training and continuing professional development programs to ensure appropriate skills for service provision

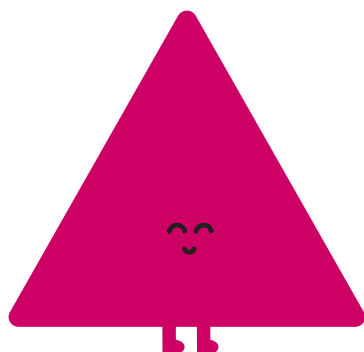
5. The governance of Avenue operates in line with legislation and best practice: The CEO supports the Board to carry out their duties by:

- Working with the Chair, to prepare papers/ reports; organise board meetings and the annual general meeting
- Providing up-to-date information and guidance on governance matters
- Providing regular reports to the Board of Trustees
- Conducting an annual skills audit and evaluation
- Working with the Chair ensuring there is a succession plan in operation
- Supporting the recruitment, induction and on-going training of Trustees



6. Avenue has strong working partnerships with other organisations: The CEO works collaboratively with Avenue's partners (including colleagues in the Relationships Scotland network) representing Avenue's needs and values, and championing best practice. The CEO builds and maintains relationships with partners and business networks across Northeast Scotland:

- Identifying and agreeing with the Board the key alliances to support the development and delivery of our services
- Being a active and supportive member of the Relationship Scotland Network
- Representing us on agreed partnership structures
- Agreeing and managing our staff involvement in strategic partnerships
- Developing relationships and working with public sector agencies to extend and expand services
- Championing children's rights and the principles of The Promise within Avenue, and with Avenue's partners



Specific Demands:

Educated to degree level or with relevant equivalent experience, the CEO will have enthusiasm and commitment, together with interpersonal skills, to lead Avenue successfully. The post holder will demonstrate a commitment to the on-going development of personal skills and knowledge to perform effectively. This commitment will require experience and skills in:

- **Communication** – States own opinions clearly and concisely. Demonstrates openness and honesty. Listens well. Ask others for their opinions and feedback. Ask questions to ensure understanding. Exercise a professional approach with others using all appropriate tools of communication. Use consideration and tact when offering opinions.
- **Co-operation** – Works harmoniously with others to get a job done. Responds positively to instructions. Works well with staff and Board. Share information with everyone involved. Sets a tone of co-operation. Values working relationships
- **Decision Making** – Establishes the types of decisions made and delegates appropriately. Provides advice or recommendations. Gather information before making decisions.
- **Problem Solving** – Anticipates problems. Sees how a problem and its solution will affect others. Adapts well to changing priorities, deadlines and directions. Is willing to take action, even under pressure. Notifies Board of problems in a timely manner.

Management Competencies

Vision – Seeing how best to make a difference, communicating and promoting vision, promoting a public service ethos, thinking and planning strategically.

Leadership – Demonstrating and adapting leadership, improving your own leadership, demonstrating and promoting resilience, challenging discrimination.

Motivating and inspiring others – Inspiring people by personal example, recognising and valuing the contribution of others, driving the creation of a learning and performance culture.

Empowering – Enabling leadership at all levels, driving a knowledge management culture, involving people in development and improvement.

Collaborating and influencing – Leading partnership working, influencing people, understanding and valuing the perspectives of others.

Creativity and innovation – Seeing opportunities to do things differently, promoting creativity and innovation, leading and managing change.

Planning and Organising – organisation of own workload, that of other people, and the allocation and use of resources

Additional Requirements:

The duties and responsibilities may vary from time-to-time without changing the general character of the duties or the level of responsibility entailed. There is an occasional requirement to work in the evening and at weekends.

Experience	
A track record of successfully developing and implementing strategy	Application At interview
Experience of the key roles of finance, fundraising, IT and HR, and a proven ability to lead across all functions	Application At interview
Direct line-management experience including performance management and supervision	Application
Experience of partnership working and managing relationships with a range of agencies	Application At interview
Experience of income generation from a wide variety of sources	Application At interview
Experience of management of financial planning and budgeting	Application At interview
Experience of working in or with the third sector	Application

Knowledge	
Good knowledge and understanding of the relevant legislation	At interview
Knowledge of The Promise and of children's rights in Scotland	At interview
Knowledge of the impact of positive relationships, mental health and wellbeing to shaping society	At interview
Knowledge of safeguarding and its accountability to leadership	Application
Skills	
Be an effective leader with excellent interpersonal skills	At interview
Ability to inspire and motivate others	At interview
Strong negotiating and influencing skills	At interview
Ability to influence and engage people in local government, statutory, voluntary and community sectors	Application
Good working knowledge of computer systems, Excel and Word	Application
Skilled in developing and maintaining good working relationships	Application
Excellent communication and listening skills	Application At interview

Attributes	
Strong self-management and organisational skills	At interview
Works co-operatively and productively with others	At interview
Values	
Committed to the values, aims and objectives of Avenue	At interview
Committed to valuing and respecting people and working with diversity.	At interview

