

**Job title:** Chief Executive Officer

**Reports to:** Chair

**Responsible for:** Leading and managing the charity

**Accountable to:** Chair and Board of Trustees

### **Key objectives of the post**

- To lead the senior management team and support all staff to provide high quality services for people with a visual impairment and their carers; to embed a culture of performance management
- To outline a compelling vision that promotes the aims, values, growth and business objectives of the charity
- To set a clear strategic direction for the charity in consultation with Trustees that inspires staff and other stakeholders
- To lead the corporate management of the charity with clear business objectives and plans
- To develop and maintain effective working relationships with the Chair and Board of Trustees, ensuring that legal duties and responsibilities for the governance of the charity are met
- To ensure the charity is financially sustainable, with successful income diversification as an integral element
- To promote the charity at all times raising awareness locally and nationally

### **Principal tasks and responsibilities**

#### Strategic direction and operational and performance management

- Set the strategic direction of the charity by developing with Trustees strategic objectives that are responsive to the needs of people with a visual impairment in Norfolk
- Develop with the senior management team and then implement the annual business plan which refers to the strategic objectives and ensures ongoing financial viability, service user engagement and delivery of high-quality innovative services
- Keep the needs of service users and others affected by visual impairment at the centre of the charity's work
- Respond to and ensure that Trustees are kept aware of the changing external environment and policy initiatives
- Demonstrate the effectiveness of services to the public, by providing regular information and performance data throughout Norfolk to stakeholders
- Develop with the senior management team new opportunities for the charity
- Keep up to date with new developments in the field of visual impairment and ensure that the charity can respond rapidly to them
- Provide leadership to encourage, motivate and inspire staff and volunteers working for Vision Norfolk
- Provide support, challenge and line management to the senior management team
- Service the Board with timely, relevant and open information to facilitate the strategic direction and performance monitoring of the charity
- Set objectives for managers and teams and ensure performance is managed through staff structures, so that all members of staff understand their role and their accountability to the charity

### Finance, legal and IT

- Be accountable to the Trustees for the overall financial health of the charity with regular budgeting and reporting
- Lead the fundraising drive of the charity with agreed revenue goals that are performance managed
- Work with the Senior Management Team and the Accountant to provide monthly financial reports to the Board
- Ensure the timely preparation of the annual audited accounts and the Annual Report
- Ensure that an income diversification strategy is in place including fundraising targets
- Ensure that the IT and communications strategy and infrastructure supports the direction of the strategic plan and activities of the business plan
- Ensure all the charity's assets are properly managed
- Regularly review all applicable legislative changes to ensure services conform to current legal requirements
- Negotiate, manage and review all contracts with partner organisations
- Ensure the charity is effectively promoted and positive relationships with funders and supporters are developed and maintained
- Ensure compliance with employment and equality legislation and established good HR practices

### Governance

- Consult with the Chair to prepare meeting agendas and draw the Board's attention to matters that require a decision either at the Board or its sub-committees
- Ensure that the Board reviews regular or standing items with the appropriate frequency
- Ensure the charity's Risk Register is maintained and updated and ensure that the mitigation of risk is regularly reviewed and embedded within the charity
- Ensure compliance with the Charity Governance Code adopted by the Charity
- Ensure Trustees regularly review the charity's values, strategic priorities and objectives
- Advise the Board of Trustees and its sub-committees on their legal responsibilities, policy issues related to visual impairment, charities and the work of the charity
- Regularly report to the Trustees on all aspects of the charity's performance and factors influencing this together with appropriate action plans
- Embed a culture of performance management, appraisal and one-to-one supervision for all staff and volunteers
- Ensure that staff are recruited and managed effectively and in line with legislation and best practice such that Vision Norfolk attracts, retains and motivates a diverse staff to deliver high-quality services
- Ensure all policies, procedures and key documents are updated on a regular basis and recommendations made to the Board as to any new policies required



#### Partnership and collaboration

- Promote and maintain positive partnership and collaborative working and identify new opportunities for providing innovative support services
- Explore and develop closer collaborative working with visual and other sensory impairment organisations, locally and nationally
- Ensure good relationships with hospital eye departments, GP surgeries, ophthalmologists and opticians
- Act as the key spokesperson for Vision Norfolk in accordance with the charity's media policy, and promote its public profile including events, conferences, publications and other opportunities

This job description is not exhaustive and may be reviewed at any time

Based in Norwich with travel throughout Norfolk; national travel may be required occasionally