

# BEACON

Wolverhampton Road East, Sedgley, WV4 6AZ

<b>Job Title:</b>	Chief Executive Officer
<b>Salary :</b>	Ca £64k
<b>Responsible to:</b>	Chair of Beacon Trustees
<b>Location:</b>	Based at Beacon Centre Sedgley but substantial travel required across the charity's geographic operating footprint and regionally and nationally to meet business needs
<b>Hours of Work:</b>	37.5 hours per week. Flexible working will be required

## Overview

Beacon was established in 1875 with its charitable aim : *To promote the relief of visually impaired persons*

Working with its stakeholders, Beacon has developed Ambition 2025 as its long term Vision, the strategic objectives of which are:

1. Ensure core products and services stay relevant and respond to changing needs and demands.
2. Maximise the opportunities afforded by technology developments.
3. Grow the business in terms of turnover, products and services and operating area.
4. Resilience and strengthen the income base.
5. Raise the profile of the issue (sight loss) and its impact on society.

The Chief Executive and the Executive Leadership (ELT), will be responsible for developing, implementing, evaluating and achieving the agreed Ambition the 2025 Vision. Building on the organisations people, systems and assets, you will ensure the appropriate services and products meet existing and evolving customer needs, long-term performance and sustainability of the charity. As CEO you will lead ELT to ensure delivery of consistent high quality charitable services, fulfil regulatory requirements, oversee expansion of the commercial trading activity of the company, and that Beacon remains at the forefront of the sight sector and assistive technology developments.

The CEO will have a proven ability to think and act strategically, be an accomplished and credible networker at all levels of organisation, with a passion for developing opportunities through partnerships and alliances to enhance services, including co-producing services with the visually impaired community. They will have an ability to inspire a workforce around a positive culture and shared values, and a track record of increasing income generation to support service sustainability

## Main responsibilities of the role

1. Provide corporate leadership and direction, and manage overall organisational performance.
2. Consult with, influence and work with key external stakeholders to further our charitable objectives.
3. Develop and implement with ELT a KPI Framework, that is embedded within Directors performance objectives, reporting systems for the overall performance of the charity and its trading activities in line with Ambition 2025.
4. Work with ELT to define the organisational competencies and culture required to implement the aim of the charity and the Ambition 2025 strategy and ensure this is embedded across the organisation as part of a long term workforce strategy.
5. With ELT, lead the development and ensure successful implementation of the company's strategic, business and financial plans that meet customer needs and have long term sustainability.
6. With ELT, identify and implement comprehensive Risk Management plans that support the business.

7. Consult with customers and wider stakeholders and develop with ELT and senior managers the change plans needed to ensure Beacon meets changing needs and adapts to an evolving operating environment.
8. Proactively seek and develop new partnerships and alliances across a range of charitable, public and private sectors, identifying opportunities to develop and deliver new innovative services, income generating activities, and oversee the development of sound business plans to enable informed decisions to be made.
9. Ensure an entrepreneurial culture and an ethos of “profit for social good” is engrained cross the whole organisation.
10. Expand the activities of Beacons trading activities that develops new income and builds financial resilience for the charity.
11. Ensure that the company’s assets and resources are used efficiently and effectively.
12. Where appropriate provide professional advice to the Board, ELT and staff as required.
13. Carry out all other duties as maybe reasonably assigned from time to time and with the level of this Job Description.

### **Experience and Knowledge**

1. A motivated self starter that identifies opportunities and understands the role of vision, leadership and energy in a CEO role.
2. A successful track record of executive management in a dynamic, fast paced and challenging environment.
3. Proven knowledge and experience of business / commercial thought processes in decision making and delivering services.
4. Evidence of implementing sound business plans for new ventures, including identification of new markets, utilising situational analysis techniques and mitigating risk.
5. Experience of developing and leading teams to deliver effective and efficient services, that are responsive to the needs of customers and communities.
6. Record of leading and implementing organisational change, coupled with innovation and risk management.
7. Proven experience of staff management, including management of performance and the ability to inspire and empower staff to perform at their highest level.
8. Evidence of using product knowledge and customer base to develop new commercial opportunities.
9. Proven entrepreneurial abilities and demonstrable experience of leading business planning processes from vision to implementation and evaluation.
10. Evidence of an ability to bring a considered and informed view to strategic partnerships.
11. Demonstrate practical experience of overseeing financial performance including processes within a multi strand business encompassing both charity and enterprise activity.
12. Demonstrate empathy and understanding with Beacon’s vision and values and with citizens who have sight impairment and / or other disabilities.
13. Evidence of a commitment to ongoing personal development and training.
14. Digitally literate and familiar with a range of software packages including utilising social media.

### **Performance Management**

In line with the current staff appraisal process, you will agree in consultation with Trustees a set of business objectives and a Personal Development Plan.