

Thank you for your interest in our CEO vacancy. Please find in the next few pages information about our organisation, who we're looking for and how to apply.

Who we are

The Belay Foundation is a Charitable Incorporated Organisation founded in 2020 from lived experience. We support families whose children have spent time in local authority care and are now in a permanent home such as adoptive, special guardian and kinship care families. We understand that our children have experienced early life trauma, attachment disruption and often conditions such as FASD, ASD and ADHD. This can mean challenges for family life.

Our purpose is to improve the lives of our families by providing practical support that is attachment-focused and trauma-responsive. We offer empathy and a deep understanding of our families' needs that comes from a perspective of lived experience. Our children's best hope for positive futures lies in their relationship with their parents and our services are designed to support the parent-child relationship. We work in a way that prioritises relationships and assesses what works. Our values are: empathy, respect, professionalism, learning, partnership, and innovation.

Our CEO search

Over the past year, with the support of an Interim CEO, we have strengthened our foundations by redesigning services and building the capacity for sustainable growth. With this strong platform now in place, we are seeking a permanent CEO to shape our long-term vision and lead the organisation through its next phase of development. This is an exciting opportunity to build on recent progress and increase our impact for families.



Our work

During 2025-2026, we have supported over 400 parents, carers and professionals across our three main projects:

- 1) **Support to access trauma-responsive in-home care** that helps families find Specialist Support Workers to offer hands-on help with their children at home. Specialist Support Workers are offered training and ongoing supervision so they can best support our families and benefit professionally from their experience.
- 2) **Disability benefits advice** that seeks to prevent poverty for families and support parents and carers to obtain the benefits their children and young people are entitled to but may not know how to access.
- 3) **Trauma-responsive training** for those supporting families. We offer accredited DDP PACE (Dyadic Developmental Psychotherapy) training for professionals around a family such as Support Workers, Teaching Assistants and Social Workers.

We have ambitious plans for 2026-2027 to double the number of families we support through service innovation and strategic partnerships.

Our therapeutic model

Our work is founded on the principles of DDP (Dyadic Developmental Psychotherapy) to ensure that therapeutic relationships are at the heart of everything we do. We have the clinical support of two DDP Consultants, Dr Vicky Sutton and Dr Helen Kirkaldie. You can read more about DDP here:

<https://ddpnetwork.org>

What our families say

"Thank you so much for your help with our DLA form. We've just heard we've been awarded and it will make such a difference."
Parent using our DLA Support Pack

"I used to think everyone hated me but now everyone loves me!"
9 year old about his Support Workers



Helen, Operations Manager and Matt, Co-Chair of Trustees

Sarah, Founder and Services Director and San Ting, Co-Chair of Trustees

Role details

Job title: Chief Executive Officer

Salary: £55,000 FTE (0.4 FTE, £22,000 actual salary)

Location: Home-based, with occasional travel required for meetings, conferences, partnership activities, service delivery requirements, quarterly team away days and an annual Board away day.

Hours: 0.4 FTE (equivalent to 2 days per week, with flexibility to meet organisational needs) with the intention to increase hours in future, subject to funding.

Contract: Permanent

Reporting to: Co-Chairs of the Board of Trustees

Responsible for: Services Director, Communications and Engagement Manager and Finance and Admin Officer.

Recruitment closing date: 6pm on Sunday 23rd August 2026

Purpose of the role

To provide the vision, leadership and strategic direction for The Belay Foundation and ensure that the charity upholds its vision, mission and values by developing and sustaining high quality services to support the needs of adoptive, kinship and special guardianship families and by promoting the needs of our families to improve support available to them.



Responsibilities (1)

Strategic leadership

- Provide vision, leadership and strategic direction to Belay to achieve Belay's goals.
- Develop strategic options and business planning proposals for Belay in light of the organisation's growth plans and the changing external policy agenda, ensuring these are reviewed and kept up to date.
- Provide leadership, support and professional development for direct reports.
- Ensure that strategies and plans are in place to promote staff, volunteer and beneficiary engagement with a strong focus on equality, diversity and inclusion.
- Model an inclusive and empowering approach to leadership and ensure that Belay's values run through all that we do.
- Co-ordinate and direct the management and delivery of strategic initiatives and act as the driving force in developing, drafting and implementing the strategic plan of the organisation with the Board of Trustees.
- Enable Directors and managers to lead confidently within their delegated areas of responsibility, providing strategic oversight, support and constructive challenge while promoting accountability and autonomy.
- Work closely with the Director of Services to ensure continuity of organisational leadership and effective delegation of responsibilities during periods of absence.

Organisational management

- Ensure internal information, engagement and decision-making structures are in place to support the effective delivery of Belay's plans.
- Ensure that policies and procedures are in place, and regularly reviewed, to ensure an effective regime of resource management, performance management, risk management, audit and compliance in line with Charity Commission and good governance standards.
- Lead organisational risk management, ensuring strategic, operational, financial, safeguarding and reputational risks are identified, monitored and appropriately mitigated.
- Ensure that effective monitoring and evaluation systems are in place through which to elicit feedback from families and the wider beneficiary community to develop services and demonstrate impact.
- Ensure that services delivered are of consistently high quality and meet the needs of adoptive, kinship and special guardianship families.
- Monitor organisational performance against strategic objectives and ensure resources are directed to maximise impact.
- Ensure safeguarding is embedded across all aspects of Belay's work and organisational culture.
- Ensure Belay uses technology to improve service efficiency and maintain data protection compliance.
- Consider Belay's environmental impact and manage the organisation with a continual eye to environmental sustainability.

Responsibilities (2)

Stakeholder engagement

- Develop and lead Belay's public profile and external engagement.
- Act as an ambassador for Belay and its trauma-responsive model of support to a wide range of audiences.
- Influence national policy, practice and public understanding relating to adoption, kinship care, special guardianship and developmental trauma.
- Ensure Belay develops and maintains strategically useful partnerships and networks across sectors in support of its mission.
- Deliver speeches and presentations at relevant external conferences and events and through appropriate media channels.

Income generation

- Develop and oversee Belay's fundraising and income generation strategy.
- Lead on income generation for Belay.
- Develop strong relationships with key funders and commissioners in order to ensure sustainable funding.
- Work with Services Director and other staff to identify and pursue relevant funding applications to support both current and new activities that meet Belay's mission and values.
- Promote full cost recovery and financially sustainable approaches to service development.

People management

- Line manage direct reports and ensure that they receive regular support, performance development reviews and training in line with Belay's policies and procedures.
- Demonstrate to staff that they are valued by Belay, foster good working relationships with all staff and build a fair and open culture.
- Foster a positive, inclusive and psychologically safe organisational culture that supports collaboration, learning, wellbeing and accountability.

Financial management

- Oversee the development of an annual budget and quarterly reforecasts.
- Ensure required financial processes and procedures are in place and implemented effectively.
- Work with Belay's appointed accountants to ensure preparation of quarterly management accounts for delivery to the Board of Trustees and preparation of annual accounts for submission to the Charity Commission.
- Ensure the long-term financial sustainability of the organisation through effective financial planning, forecasting and stewardship of resources.

Responsibilities (3)

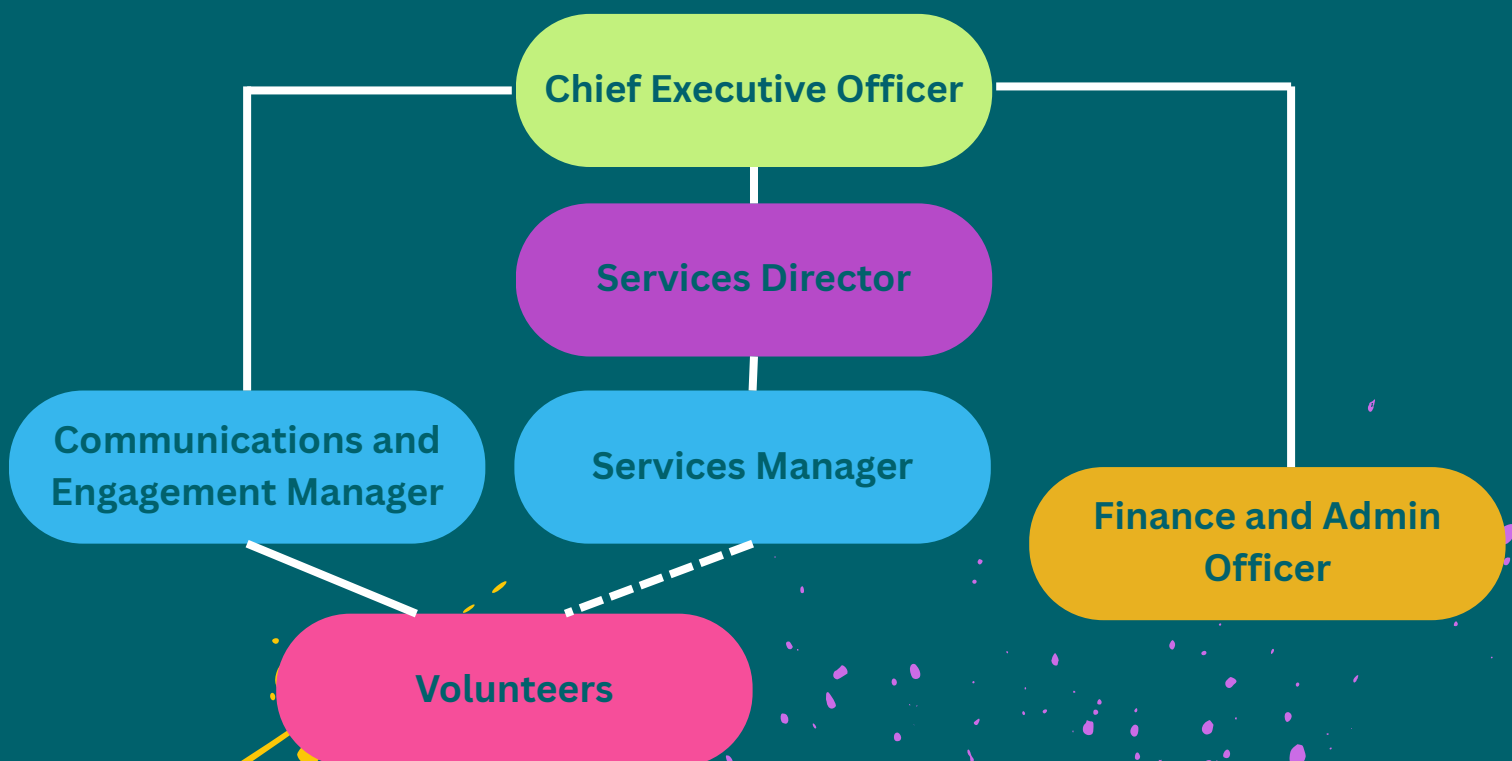
Governance

- Support the Board of Trustees to fulfil its governance responsibilities.
- Develop effective relationships with the Co-Chairs and Trustees.
- Ensure Trustees receive timely, accurate information to support effective decision making.
- Ensure Board decisions are implemented.
- Lead preparation of Board papers, strategic reports and annual planning.
- Ensure compliance with Charity Commission requirements and other regulatory obligations.

General Responsibilities

- Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position.
- Maintain and improve competencies through continuous professional development.
- Abide by all organisational policies, codes of conduct and practices.
- Treat with confidentiality any personal, private or sensitive information about beneficiaries, staff, volunteers and project data.

Organogram



Who we are looking for (1)

We are looking for an experienced charity leader to hit the ground running with some knowledge or awareness of the families that we support and the issues that they face. Most importantly we are looking for experience of financial management, fundraising, staff management and strategic development to help our organisation grow and thrive into the next 5 years and beyond.

Essential experience:

- Relevant management experience of working at a senior level in the charity sector.
- Experience of leading organisational growth, change and strategic development.
- Experience of building relationships and partnerships, influencing others and collaborating effectively with a range of stakeholders.
- Leadership and management of staff and volunteers, including managing complex situations.
- Strategic and business development planning and implementing organisational change.
- Oversight of systems that enable good processes and communication across the organisation.
- Fundraising and diversifying income.
- Strategic financial leadership within a charity, including budgeting, forecasting, monitoring financial performance and ensuring organisational sustainability.

Knowledge

- Knowledge of the experiences of children in permanence who have been in the care system for example in adoption, special guardianship or kinship care families.
- An understanding of the role and nature of the charity and voluntary sector and the challenges it faces, including funding, advocacy, delivery and impact evaluation.
- Knowledge of the regulatory framework for UK charities, eg. financial reporting, regulation of fundraising and employer responsibilities more generally.
- Understanding of business functions such as finance, HR, operations, research and communications.
- Commercially astute with an understanding of contracts and commissioning.
- Knowledge of equality, diversity and inclusion and how to embed them throughout an organisation.
- An understanding of the impact of lived experience among trustees, staff and volunteers and how to foster a culture that respects and supports this.
- Knowledge of Dyadic Developmental Practice (desirable).



Who we are looking for (2)

Skills and personal qualities:

- Commitment to principles of trauma-responsive practice and the values and mission of The Belay Foundation.
- Commitment to safeguarding and promoting the welfare of children, young people, and vulnerable adults.
- Ability to manage risk and recognise the potential impact of decisions across the organisation.
- Ability to lead, motivate and develop a part-time remote team through periods of growth and change
- Ability to inspire, empower and support people to achieve organisational objectives and sustained high levels of performance.
- Organisational skills, agility and aptitude to meet changing priorities while ensuring long-term outcomes are achieved.
- Interpersonal and strong spoken and written communication skills which engages audiences and encourages understanding and participation.
- Personal resilience, capacity for self-reflection and ability to ask for help and understand own limitations.
- High levels of empathy for different experiences.
- High levels of integrity, professionalism and accountability.
- Fluent use of standard office equipment and IT literacy.

Other requirements to note

- Able to travel nationally as required.
- Able to work some evenings and weekends and stay overnight where necessary.
- Able to adopt a flexible approach to work around the needs of Belay.



Libby McVeigh
Interim CEO

"It has been a real privilege to lead Belay through this important period of transformation. We exist to support adoptive, kinship and special guardianship families who are raising some of the most vulnerable children in our society, yet whose needs too often go unseen. Belay's innovative, trauma-responsive approach provides practical support that helps families stay together and enables children and young people to thrive. The organisation is on a strong footing, with an exceptional Board, an inspiring Founder who remains closely involved as Services Director, a talented team and an outstanding reputation across our communities and partner organisations. For the right leader, this is a rare opportunity to shape the next chapter of a charity with huge potential to grow its reach, influence and impact where it is needed most."

How to apply

Please send your **CV and a covering letter to recruitment@thebelayfoundation.org.uk by 6pm on Sunday 23rd August 2026** showing your experience and describing why you feel the role is a good fit for you. Please use 'Chief Executive Officer Application' as your email heading.

Please send any queries about the role to our current Interim CEO, Libby McVeigh at libby@thebelayfoundation.org.uk **before 5th August 2026**.

Successful candidates will be required to provide details of two referees and complete an enhanced DBS check before starting.

Recruitment process dates

Closing date for applications: 6pm on Sunday 23rd August 2026

Conversation with Interim CEO: 2nd or 3rd September 2026

First interview online: Week commencing 14th September 2026

Second interview in-person in Bristol: 24th September 2026

