



# CEO RECRUITMENT

Information for Candidates

**EMBRACING AGE**   
Later life in all its fullness

[embracingage.org.uk](http://embracingage.org.uk)

# FROM OUR FOUNDER



**Tina English**  
FOUNDER & DIRECTOR

*We live in a world that is ageing, and with that come opportunities and challenges. At Embracing Age we want to harness those opportunities and respond to the challenges. We're motivated by the heart of God towards the older generations, particularly those no longer able to live independently, and needing to draw on care and support. As Christians we know that our worth and value is not based on what we can or can't do; that God loves us unconditionally. What a prophetic message of hope that is to the world.*

*If you're motivated by a similar heart and that message resonates, then perhaps you are the person to take Embracing Age forward in this next season. It's an exciting time for me to be passing on the baton to the next CEO. We're a growing charity with a committed staff team and trustee board, with a vision to see older people valued, connected and full of hope.*

*If you would like to chat informally about the role, please email me on [tina@embracingage.org.uk](mailto:tina@embracingage.org.uk)*

*I look forward to hearing from you.*





## ABOUT EMBRACING AGE

Embracing Age was founded in 2014 with a two-fold desire: to embrace care home residents (some of the oldest and frailest people in our society) with God's love; secondly, to help rewrite the message of ageing, enabling us all to embrace age with hope.

Over the last 10 years we have grown and developed, so that we now have 9 part-time members of staff, over 150 volunteers and an array of activities.

## OUR VISION & MISSION

We are working towards a world where older people are valued, connected and full of hope. We do this by:

- Mobilising trained volunteers to befriend care home residents
- Encouraging churches to adopt their local care home
- Supporting informal carers
- Equipping churches in their ministry amongst the older generations
- Speaking out



# WHAT WE DO



# OUR VALUES



## *Motivated by* **LOVE**

Underpinning all that we do is an awareness of God's unconditional love towards each of us and the people we are serving. Love encompasses many attributes, including compassion, kindness and humility.



## *Committed to* **INTEGRITY**

In all that we do we seek to act with transparency and honesty, stewarding well the resources entrusted to us.



## *Actively* **COLLABORATIVE**

We love to work in partnership with other organisations operating in a similar sphere, and value the input and wise counsel of all our stakeholders.



## *Boldly* **INNOVATIVE**

We love to pioneer fresh initiatives that will benefit and empower older generations.



# JOB DESCRIPTION



## KEY RESPONSIBILITIES

1. To provide leadership to Embracing Age and to be responsible for the management and administration of the charity within the strategic, policy and accountability frameworks laid down by the board of trustees
2. Together with the chair, to enable the board of trustees to fulfil its duties and responsibilities for the proper governance of Embracing Age and to ensure that the board receives timely advice and appropriate information on all relevant matters

## 1

### LEADERSHIP

- Lead, inspire and motivate staff and volunteers
- Uphold and develop the Christian ethos, vision, mission and values of Embracing Age, along with the strategic objectives and priorities
- Pray and listen to the many ways God speaks to inform and direct the strategy and encourage us in our vision and mission
- With the chair, ensure that the trustees review and set the values, vision, mission, strategic objectives and priorities for Embracing Age
- Ensure that the values, ethos and policies of Embracing Age are relevant, fair and consistently implemented
- Develop an organisation that is constantly seeking ways to learn and to improve its performance
- Promote an environment where staff and volunteers are nurtured and supported
- Maintain and develop an environment of trust, openness and prayer amongst our staff and trustees



## 2 MANAGEMENT

- To be accountable to the board for the proper and effective management of Embracing Age
- To run Embracing Age efficiently and effectively by ensuring appropriate management structures and systems are in place to fulfil our strategic objectives and carry out our work
- To ensure that all management policies and decisions support the agreed vision, mission, values, and strategic priorities of Embracing Age
- To ensure that operational and annual plans to underpin the strategic plan are developed, agreed and implemented
- To identify appropriate methods for monitoring the performance of Embracing Age against its strategic, operational and annual plans, and budget, and to report this back to the trustees
- Ensure that Embracing Age has the resources (human, material and financial) to operate effectively
- To ensure that the recruitment, management, training and development of staff reflect good employment practice and are directed towards achieving the charity's objectives
- To ensure that the charity is aware of best practice and that it constantly works to achieve this within the constraints laid down by the trustees and resources available

## 3 FINANCE & RISK

- To be responsible overall for the financial health of Embracing Age including developing, overseeing and monitoring an effective programme of income generation and ensure that expenditure is in line with the budget approved by the board.
- To ensure that the major risks to which the charity is exposed are reviewed regularly by the board and the executive team, systems have been established to mitigate these risks, and a risk analysis is automatically carried out when taking on new work or proposing new work to the board
- To ensure that there are effective mechanisms to ensure the robustness of external and internal controls (financial and non-financial)



## 4 RELATIONSHIP BUILDING

- Foster good communications throughout the charity and externally
- Build strong, trusting relationships with key stakeholders, including churches, care homes, trusts, foundations and other charities
- Enhance the profile and positioning of Embracing Age amongst the Christian community in the UK
- Listen to the views of current and future beneficiaries on the performance of the charity, as well as on areas for future development
- Be a voice for care home residents in the public arena

## 5 GOVERNANCE

- Ensure that the board receives all necessary advice, guidance and information on matters relating to current performance, the short- and long-term future of the charity, regulatory and legal compliance, and other appropriate issues; and making sure that such advice, guidance and information are timely, honest, balanced and relevant
- Work closely with the board to ensure that the board has on it the skills it requires to govern the charity well, that the board has access to relevant external professional advice and expertise and to assist with the board's assessment of its own performance
- Work with the chair to ensure that all members of the board receive appropriate induction, advice, information and training
- Assist the chair in ensuring that the board focuses on its governance role by making sure that the board agenda and papers do not draw the board away from governance and into unnecessary detail and management issues
- In partnership with the chair, ensure that the right and appropriate items reach board agendas and that high-quality papers support each item on the agenda
- Report regularly to the board of trustees on the performance of the charity, progress towards the strategic priorities and the achievement of board policies
- Submit high-level policy proposals for board approval or assist the board in the development of these policies, and be responsible for their achievement
- Implement board decisions



# PERSONAL SPEC



## KNOWLEDGE, EXPERIENCE & SKILLS

**Leadership and Management:** A proven track record of successful leadership in a similar sized organisation, within the charity sector. Experience in motivating and developing a small team is crucial.

**Strategic Thinking and Planning:** The ability to develop and implement a clear strategic vision, aligning it with the mission and values.

**Fundraising Expertise:** A demonstrable record of success in securing funding from a variety of sources, including grant applications, individual giving, and corporate partnerships.

**Financial Management:** Strong financial acumen with the ability to manage the charity's budget effectively, ensuring financial sustainability. Experience in budgeting, financial reporting, and risk management is required.

**Communication and Advocacy:** Excellent written and verbal communication skills to engage a variety of audiences, including donors, beneficiaries, and the media. The ability to be a passionate advocate for older people is essential.

**Relationship Building:** A natural networker and collaborator with a proven ability to build strong relationships with internal and external stakeholders, including staff, trustees, volunteers, funders, church leaders and beneficiaries.

**Analytical Skills:** The ability to analyse data to inform decision-making and measure the impact of the charity's work



## PERSONAL QUALITIES

An inspiring leader who is able to model authenticity, humility, and integrity

A confident and effective communicator

A person of high emotional intelligence, who is able to listen, draw others in and work collaboratively, whilst still focusing on results

Passionate commitment to the mission, values & ethos of Embracing Age

Excellent time management and organisational skills

Resilience and the ability to thrive in a fast-paced environment.

A living faith in Jesus, and a desire to live out their faith in all their work





## JOB DETAILS



### Hours of Work

24 hours / week, flexible working



### Salary

£30,000 (FTE £50,000)



### Location

Hybrid



### Holidays

5 weeks plus bank holidays, pro rata



### Pension

Peoples Pension Scheme, 3% employer contribution



### Probation

6 months

There is an occupational requirement under the Equality Act 2010 that the post holder is a professing and practising Christian.

# HOW TO APPLY

If you are interested in applying for this role, please send your CV and a covering letter of no more than two sides, outlining your interest in and suitability for the role.

Your application should include a brief description of your faith journey and Church involvement and the details of two referees, one being a Church leader and the second a professional referee.

 [recruitment@embracingage.org.uk](mailto:recruitment@embracingage.org.uk)

If you would like an informal chat about the role please email [tina@embracingage.org.uk](mailto:tina@embracingage.org.uk)

## CLOSING DATE

 8th June 2024

We look forward to hearing from you

Address:  
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13, Rosslyn Road  
Twickenham  
TW1 2AR

