



**Chief Executive Officer (CEO)
Evolve Counselling, Cambridgeshire**

Candidate Pack – April 2026

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Welcome from the Board of Trustees

Thank you for your interest in the role of Chief Executive Officer at Evolve Counselling.

Evolve has been providing high-quality, affordable counselling services across Cambridgeshire and the East of England for many years. Our current CEO is retiring in September 2026, having led the charity through a significant period of internal stabilisation, marked by improvements in governance, staffing, operations, and service delivery.

We are now entering a crucial new phase. This is an exciting opportunity for a dynamic, outward-looking leader who can build on strong foundations and shape Evolve's future.

If you are values-driven, entrepreneurial, and committed to supporting mental health and wellbeing, we warmly encourage your application.

Board of Trustees, Evolve Counselling

About Evolve Counselling

Evolve Counselling is a long-established Cambridgeshire charity providing professional, affordable mental-health support to individuals, organisations, and communities. Our mission is to deliver counselling services to adults at the lowest possible cost, wherever possible seeking to subsidise sessions for those on low incomes. We do this through a mixed model of commissioned services, private counselling, and grant-supported provision. By working to grow and foster a membership body of professional counsellors, Evolve strives to improve access to quality counselling and psychotherapy for all, and to create a positive working environment for those in the profession.

Each year, Evolve delivers thousands of counselling sessions through a team of trained, accredited counsellors working across the region. With a strong reputation for reliability, compassion and clinical professionalism, we partner closely with NHS trusts, local authorities, businesses, and voluntary-sector organisations. Evolve is a mission-driven charity operating within a complex and shifting funding landscape. As a result, the organisation is entering a period where strategic leadership, diversification, external engagement, and financial resilience are central to sustaining and growing our impact.

Our Values

Our values sit at the heart of everything we do:

- **People** – welcoming everyone with warmth and belonging
- **Clients** – putting client needs first
- **Counsellors** – supporting counsellors as a professional community
- **Community** – collaborating for wider social impact
- **Principles** – upholding the highest ethical standards
- **Equality** – ensuring fair access and respect for all
- **Empathy** – treating everyone with kindness and dignity
- **Professionalism** – delivering high-quality, affordable, confidential counselling
- **Integrity** – working honestly and openly
- **Accountability** – being responsible for everything we do



Our History

Evolve was founded in Cambridgeshire in 1978, originally as Cambridgeshire Consultancy in Counselling (CCC). The aim was simple: to make counselling affordable and accessible for adults who needed it, and to train counsellors to professional standards.

What began in Cambridge, Peterborough and St Ives soon grew to serve Ely, St Neots and surrounding counties. By 1983, three core features defined our work: affordable access to counselling, a community of professional counsellors, and a learning organisation committed to high standards.

CCC became an independent charity in 1995, achieved registration with the Charity Commission in 1996, and transitioned to a Charitable Incorporated Organisation in 2019. In March 2021 we rebranded as Evolve Counselling — the same charity, with the same commitment to accessible, high-quality support, under a new name.

Following several years of successful internal stabilisation—strengthening governance, staffing, and operational systems—the charity is ready to enter a critical period of transformation and growth. Our current CEO plans to retire in September 2026, having laid strong foundations for what must come next.

Our new CEO will lead Evolve into this next phase—strengthening partnerships, expanding referral pathways, stabilising revenue streams, and championing accessible counselling across our communities. This is an opportunity to shape the organisation’s future, ensuring that Evolve remains a trusted, quality and sustainable source of mental-health support for years to come.

The CEO will work with a supportive trustee board and a committed staff team to ensure Evolve continues to deliver high-quality, accessible counselling services. They will also be supported by the following committees that convene quarterly:

- Clinical Standards and Development Committee
- Finance, Governance and Risk Committee
- Public Benefit and Funding Committee
- Operations and Management Committee

This is a role with purpose, challenge, and meaningful impact.

Job Description

Chief Executive Officer (CEO)
Evolve Counselling, Cambridgeshire

Location: Remote

Hours: 35 hours per week (flexibility required: see section 8, Terms of Appointment)

Salary: £50,000

Reports to: Chair of the Trustees

Direct Reports: Clinical Lead, Project/Administration Lead, Business Development Lead and other staff/contractors/volunteers

DBS: Enhanced DBS required

Job Purpose

The CEO role provides strategic and operational leadership to drive Evolve's growth, sustainability, and impact. The position delivers effective organisational management, high-quality service delivery, robust governance, regulatory compliance, and a positive staff culture. Working in conjunction with the board, this is an exciting opportunity to shape the organisation's future, ensuring that Evolve remains a trusted, quality and sustainable source of mental health support for years to come.

Key Responsibilities

i. Strategic Leadership

- Lead the development and delivery of a refreshed organisational strategy focused on sustainability, growth, and impact.
- Identify and pursue opportunities for service expansion, collaborations, and new delivery models.
- Provide visionary leadership that shifts Evolve from a period of internal consolidation to one of external development.
- Ensure alignment between strategy, operational planning, and financial viability.
- Work with trustees to manage organisational risk and ensure resilience.

ii. Income Generation & Business Development

- Develop and lead a diverse income generation strategy across:
 - NHS, local authority and public sector commissioning
 - Corporate wellbeing partnerships
 - Schools, colleges, and workplace mental health support
 - Grants, trusts, and foundations
 - Fee-paying services
 - Community fundraising and individual giving

- Proactively cultivate partnerships that lead to new contracts, collaborations, or revenue streams.
- Oversee the preparation of high-quality funding bids and proposals.
- Ensure compliance with the Code of Fundraising Practice.

iii. External Relations, Advocacy & Profile Raising

- Represent Evolve at senior level with funders, partners, community organisations, and sector networks.
- Position Evolve as a trusted local provider of high-quality counselling and wellbeing support.
- Build and maintain strong relationships with key stakeholders including local authorities, NHS bodies, corporate partners, educational establishments, community organisations, funding agencies and networks

iv. Operational Leadership & Organisational Management

- Provide leadership to staff and contractors, ensuring a positive, collaborative, supportive working culture.
- Oversee delivery of safe, effective, and high-quality counselling services.
- Ensure efficient systems and processes for operations, administration, clinical governance, and safeguarding.
- Uphold compliance with legal, regulatory, and contractual obligations.
- Ensure staff and volunteers are supported, trained, and aligned with organisational priorities.

v. Governance & Trustee Support

- Work closely with the Chair, Treasurer and trustees to ensure strong and effective governance.
- Provide clear, accurate reporting on strategic progress, performance, and risk.
- Support trustees in fulfilling statutory and regulatory responsibilities.
- Maintain key organisational policies and ensure compliance across the charity.
- Prepare reports, annual plans, and strategic proposals for Board approval.

vi. Financial Leadership

- Lead financial planning and oversee the creation of annual budgets.
- Monitor financial performance, cashflow, reserves, and projections.
- Ensure robust financial controls and reporting systems.
- Identify financial risks early and implement mitigation strategies.
- Ensure resources are allocated effectively to support strategic priorities.

Person Specification

Essential

- Senior leadership experience in a charity, health, mental health, wellbeing or similar organisation.
- Proven success in income generation, business development, winning grant funding or securing contracts.
- Experience developing and delivering organisational strategies.
- Strong ability to build partnerships and represent an organisation externally.
- Excellent financial acumen, including budgeting, forecasting, and reporting.
- Experience leading and motivating geographically dispersed teams, including contractors, part-time staff and volunteers.
- Strong understanding of safeguarding, data protection, and charity compliance.
- Excellent communicator with strong influencing and networking skills.
- Resilient, adaptable, and comfortable leading through change.
- Commitment to Evolve's mission and values.

Desirable

- Experience of the counselling or mental health sector.
- Knowledge of NHS commissioning, workplace wellbeing, or educational partnerships.
- Experience supporting or working with a trustee board.
- Experience leading a small charity or stepping into growth after a period of stabilisation.
- Familiarity with BACP standards and membership requirements.

Terms of Appointment

Salary: £50,000

Contract: Permanent

Location: Primarily remote, with the expectation that the CEO will attend in-person meetings across Cambridgeshire and the wider East of England as required. Due to the need for occasional travel to client organisations, partners, and local funders, candidates should live within a reasonable commuting distance of the East of England or be willing to relocate to the region. This is essential to fulfil the responsibilities effectively.

Hours: Full-time 35 hours per week, with flexibility to accommodate 5 Trustee meetings on Saturdays each year and occasional early evening remote meetings.

Benefits:

- 25 days annual leave + bank holidays
- Pension contribution 5%

DBS: Enhanced DBS check required.

Probation: 6 months



How to Apply

Please submit:

1. Your CV (max 3 pages).
2. A supporting statement (max 2 pages) explaining how you meet the Person Specification and why you are interested in leading Evolve.
3. Contact details for two referees (referees will not be contacted without your permission).

Applications should be emailed to:

projectssupport@evolvecounselling.org.uk

If you would like an informal conversation about the role, please contact:

Richard Brock, Chair of Trustees

rbtrustee@evolvecounselling.org.uk

Recruitment Timeline

Stage	Date
Candidate Pack published	w/c 30 March 2026
Application deadline	23 April 2026
Shortlisting	27 April 2026
First interviews (online)	w/c 4 May 2026
Final interviews (in person)	w/c 18 May 2026
Offer made	w/c 25 May 2026
Expected start date	1 September 2026