

# Wessex Community Action

Supporting Community and Voluntary Activity

<b>Job title:</b>	Chief Executive
<b>Department/Location</b>	Salisbury/Hybrid
<b>Reporting to</b>	Chair of Trustees
<b>People responsibility</b>	5 direct
<b>Main purpose of the role</b>	Lead the charity through an exciting period of change as it aligns to meet the future needs of the voluntary sector it serves. Working with a wide variety of stakeholders, influence the strategic direction of sector across the Wessex region. Strengthen WCA's position as a leading voice and advocate.
<b>Key responsibilities</b>	<ul style="list-style-type: none"> <li>• <b>Strategic Leadership:</b> In collaboration with the Board, the Chief Executive will define WCA's strategic plan for the next 5 years. Establishing clear deliverable goals, monitoring and reporting on the charities' impact.</li> <li>• <b>Change Management:</b> Lead the charity through a period of change as we transition our services and refocus our core purpose and Mission.</li> <li>• <b>Brand Development:</b> Review WCA's brand positioning. Aligned to the income and product goals, establish a new brand strategy that clearly represents our position in the voluntary sector.</li> <li>• <b>Sustainability/Fundraising:</b> Develop and execute a new Income Strategy. Establish a sustainable and diverse portfolio of income generating products that meet the charities expenditure profile and deliver financial sustainability.</li> <li>• <b>Product development and capacity building:</b> Review &amp; develop WCA's product offering to improve impact, generate sustainable income and build capacity and capability across the sector.</li> <li>• <b>Foundation Building:</b> Establish a strong foundation for future service growth. Develop WCA's operational infrastructure. Modernise WCA's policies and processes.</li> <li>• <b>Stakeholder Management:</b> Work closely with a wide variety of key stakeholders across the sector. Identify areas of collaboration, positively influence policy, strengthen existing relationships and ensure WCA maintains its position as the voice of the Wiltshire's voluntary sector.</li> <li>• <b>Operational management:</b> Direct responsibility of the charity's core operational processes including financial management, HR, Health and Safety, compliance, governance infrastructure development and reporting.</li> <li>• <b>Team Leadership:</b> Lead and develop a skilled and dedicated team who represent WCA.</li> </ul>
<b>Key partners</b>	<ul style="list-style-type: none"> <li>• Wiltshire Council</li> <li>• Bath &amp; Northeast Somerset, Swindon and Wiltshire Integrated Care Board</li> <li>• Wider VCSE partners</li> </ul>
<b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>• A Board ratified 5-year strategy with supporting delivery plan.</li> <li>• A clearly defined brand, product and income generating strategy.</li> <li>• Operational performance in line with the expenditure envelop.</li> <li>• Compliance with all statutory and regulatory requirements.</li> <li>• Annual 360 Performance Review.</li> <li>• WCA's Sector positioning – Measured through the annual SOTS survey.</li> </ul>
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>• <b>Strategy Development:</b> Proven experience developing and executing strategies in the voluntary sector. Including: Brand, product and fundraising initiatives.</li> </ul>

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	<ul style="list-style-type: none"><li>• <b>Results-Oriented:</b> Strong focus on outcomes, with a track record of delivering tangible results.</li><li>• <b>Partnership Building:</b> Demonstrated ability to build strong partnerships, particularly with large and complex statutory organisations. Proven success in forming positive relationships with funders, partners, and stakeholders.</li><li>• <b>Regulatory Knowledge:</b> Practical understanding of the regulatory environment within which Voluntary, Community, and Social Enterprise (VCSE) organisations operate.</li><li>• <b>Effective Leadership:</b> Ability to provide effective leadership and change management expertise in a challenging and sometimes competitive environment. Experience with cultural and team development.</li><li>• <b>Strong Communication:</b> Ability to confidently represent WCA and engage effectively, both verbally and in writing, across all organisational levels.</li><li>• <b>Knowledgeable about Funding Sources:</b> Understanding of various funding sources available to VCSEs.</li><li>• <b>Organisational Planning:</b> Effectively coordinating tasks, resources, and timelines to achieve desired outcomes.</li><li>• <b>Commitment to Inclusion:</b> Demonstrable commitment to equality, diversity, and inclusion for all.</li></ul>
<b>Behaviours and competencies</b>	<ul style="list-style-type: none"><li>• <b>Enjoys Networking:</b> Possesses strong connections within the VCSE sector and other related fields or can quickly establish connections and build networks.</li><li>• <b>Possesses Interpersonal Skills:</b> Including active listening skills and approachability.</li><li>• <b>Thrives in a Collaborative Team-Oriented Environment:</b> Collaborates effectively with other all team members.</li><li>• <b>Displays an Entrepreneurial Mindset:</b> Provides thought leadership, fosters innovation, demonstrates openness to new ideas, and is receptive to being challenged by others to explore alternative perspectives.</li><li>• <b>Demonstrates Effective Organisation and Workload Management:</b> Adept at managing complex workloads efficiently often with digital tools.</li><li>• <b>Committed to staff well-being:</b> Supports flexible working arrangements, and actively contributes to the growth and development of a diverse team.</li></ul>