



Headway House  
Trenchard Ave  
Credenhill  
Herefordshire  
HR4 7DX  
Tel: 01432 761000

**Job Description and specification for:** Executive Officer (Funding, Marketing and Strategy)

<b>Hours and Duration</b>	24 hours per week
<b>DBS Level:</b>	Enhanced DBS with both adult and child barred list checks
<b>Report To:</b>	Chair
<b>Accountable To:</b>	Board Funding & Quality Advisor

**Job Summary:**

- Work alongside the Executive Officer, Clinical Lead (EO-CL) holding decision making responsibility and accountability for budget setting, marketing, fundraising and the monitoring of quality systems and service satisfaction levels across the organisation.
- To hold overall responsibility for
  - Planning and management of all aspects relating to the funding of the organisation's activities from both statutory and voluntary sources.
  - Ensuring that all financial and non-financial reporting requirements are met on a timely and regular basis.
  - Ensuring compliance with all statutory and other regulation is met in line with the annual audit calendar.
  - To lead the regular monitoring of the organisation's Continual Quality Development plan, annual satisfaction surveys and other quality and service development tools
- To be a leader within the organisation and provide detailed advice to others internally and externally to the organisation, within their sphere of competence.
- To create and execute a strategy to assure long term funding via
  - Management of existing income streams (NHS, Social Services, Charitable Funds and Donations)
  - Development of a marketing strategy to significantly increase awareness and knowledge of what Herefordshire Headway does within the Herefordshire community to enable new sources of funding to emerge, be promoted and developed.
- To work collaboratively with staff, independent contractors, other professionals, organisations and communities to promote the needs of Acute Brain Injury (ABI) clients/patients, their families and carers.
- To foster a culture of networking encouraging open and transparent joint working both internally and externally.
- To promote Herefordshire Headway giving presentations and talks to individuals, community groups and other so widening local awareness of Herefordshire Headway Services.

- Carry out the role of assistant registered manager (Care Quality requirement).

### **Main Duties and Responsibilities:**

#### **1. Strategy, Development, Planning, and reporting.**

- Actively lead the development of future strategic objectives, annual business plans and organisational risk assessments for approval by the board
- Plan and manage the overall and ongoing funding of the organisation's activities from both statutory, private, and voluntary sources.
- Develop new sources of funding within an overall marketing programme.
- Ensure that all financial and non-financial requirements are met on a timely and regular basis.
- Ensure reporting to the board is always transparent.
- Monitor compliance with all statutory and other regulations including e.g., health and safety, data control, Care Quality Commission (CQC) regulation, Headway standards, organisational policies, procedures, and systems.

#### **2. Operational Management.**

- Work together with the EO-CL to ensure that the day-to-day operations of the organization are effectively and efficiently co-ordinated within the framework agreed by the board.
- Accountable for ensuring that robust financial controls are in place and are fully implemented, as well as provide a monthly financial report to the board.
- Accountable for ensuring that stringent processes are in place to effect timely and cost-effective development of the key projects undertaken by Herefordshire Headway
- Work together with the EO-CL to provide the board with reports on the operational effectiveness of the service.
- Maintain effective working relationships with the chair and trustees.
- Provide leadership and management in the upkeep of the building and grounds as necessary, including maintenance, heating, electricity, water, and broadband/internal networks. Take responsibility for catering provision. Promote energy efficiencies.

#### **3. Delivery of effective enablement, social and educational programmes that best meet the needs of the service users and carers.**

- All work to be based on modern and/or research-based methodologies.
- Support the EO-CL to deliver support to staff and volunteers so enabling them to deliver the highest quality service standards.
- When requested by the EO-CL work collaboratively within our multidisciplinary staff and volunteer team to ensure that all care plans and services reflect best practice.
- When requested by the EO-CL communicate complex information regarding service users in a way that supports the understanding of both staff, volunteers and carers allowing them to deliver the best possible and relevant services.
- Support the EO-CL to provide the most appropriate learning to extend the expertise of staff.
- Support the EO-CL when requested to participate in and cooperate with concerns, complaints, and investigations from within the organisation.

#### **4. Establish Effective Leadership and Communication**

- a. Act as a professional role model to all staff, service users, carers, representatives of other agencies and the public at all times.
- b. Lead, co-ordinate, organise and prioritise your own work and that of those under your line management on a day-to-day basis.
- c. Ensure supervision of others is effective and robust and that those under your direct management are appraised as outlined in the relevant organisational policies.
- d. Monitor and support the development of services, new ways of working and the implementation of change.
- e. Develop effective relationships with members of the multi-disciplinary team.
- f. Clear, respectful communication is essential. Support and maintain effective communication structures that meet the needs of the service.
- g. Maintain effective working relationships with the EO-CL and the board of directors.
- h. Support staff to communicate complex and sensitive information where there is a requirement for tact, persuasion and where there may be barriers to understanding.

#### **5. Continuing Professional Development**

- a. Complete the Herefordshire Headway Induction Programme
- b. Work with the EO-CL to develop an annually updated, relevant, high quality and cost-effective staff training plan which will support.
  - i. Safe and effective day to day running of the organisation.
  - ii. Staff to develop services and feel comfortable to effect changes to working practice when needed.
- c. When requested by the EO-CL teach and educate staff, volunteers service users and relevant others sharing professional expertise as required.
- d. Develop and support systems and structures that encourage lifelong learning and professional development.

#### **6. Governance**

- a. Monitor and audit systems to support the EO-CL to achieve the best possible standards of care within the organisation and in so doing support the organisation to meet and exceed CQC care standards.
- b. Lead internal audit checks to monitor adherence to the policies, procedures and systems which are necessary to ensure compliance.
- c. Lead by example the implementation of policies, procedures, and systems
- d. Continually monitor the quality of systems, standards, and the culture of the organisation to maintain the highest standards.
- e. Ensure self, and all staff practice at all times, in accordance with professional Codes of Conduct relevant to their profession body and in line with CQC care standards.
- f. Maintain own and ensure that others maintain professional boundaries and appropriately declare any conflicts of interest.
- g. Take lead responsibility but work with the EO-CL to develop an annually updated Continual Quality Development plan that will highlight organisational strengths and area for improvement together with a time limited plan for implementation.
- h. Involvement with clinical governance a requested by EO-CL

#### **7. Use of Resources and Information**

- a. Work with the EO-CL to support:

- i. Implementation of effective spending controls
  - ii. Maintenance of the staff and volunteer handbooks
- b. Work with the company secretary and the EO-CL:
  - i. To bi-annually update all the organisational policies and procedures
  - ii. To comply with the GDPR regulation of information within the organisation

**8. Maintain a safe high-quality environment.**

- a. Take responsibility for maintaining and monitoring own and others Health and Safety
- b. Ensure all staff support the maintenance of best regulatory practice in all work carried out by Herefordshire Headway
- c. Ensure that you and others take action as appropriate, reporting in line with local safeguarding, CQC, HSE and internal incident reporting policy, escalate any concerns regarding patient safety and clinical risk to the relevant manager and or the board.
- d. Work with the EO-CL to monitor, review and disseminate learning from incidents and or near misses to mitigate against further risk, identifying themes and trends and ensure lessons learned are imbedded into practice.
- e. When requested by the EO-CL participate in the investigation of complaints, concerns, and serious incidents.
- f. Ensure self and others carry out duties in accordance with the Health and Safety at work Act 1971 and any other later pertinent legislation or best practice recommendations.
- g. Ensure self and others:
  - i. move and handle service users and goods in ways that promote the health of the service user and care team and are consistent with legislation.
  - ii. are responsible for the maintenance of a clean and safe environment adhering to infection control policies, procedures, and best practice.
  - iii. assist and maintain safe and hazard-free area of work.

**The successful candidate for this role will have the chance to work alongside the current CEO for a period of time before her retirement in March 2025. At that time the board of trustees will appoint a new CEO. The board is hopeful that the new CEO will be chosen either from the successful candidate for this position (Executive Officer Funding, Marketing and Strategy.) or from the successful candidate for the other position currently under recruitment, that of Executive Officer - Clinical Lead. Hours, terms, and conditions for the CEO role would be the same as for this role. Remuneration would be discussed prior to appointment.**