



CEO Appointment Candidate Information

January/February 2021

Contents	Page
Introduction by Chair, Ele Morrissey	2
What we're looking for	3
What we're offering	6
Who we are	7
Still interested? Next steps ...	11

Hello and thank you for taking the time to read about this exciting opportunity to lead The Gingerbread Centre.

The Gingerbread Centre exists to provide accommodation and a whole range of support to families in the Stoke-on-Trent and surrounding areas who would otherwise be homeless. The organisation is now at a particularly exciting time in its story and we are searching for our next CEO who will provide clear leadership and deliver both existing and new strategic priorities.

We're looking for an engaging, outward-looking and inclusive leader who will win the trust of our team and partners quickly and build confidence in our organisation. You will bring exceptional leadership and communication skills, drive and commitment. In return, we are offering you the chance to leave a powerful legacy by being the leader who ensures the long-term viability and success of The Gingerbread Centre.

You will have proven experience of preparing an organisation for transformational change and then making it happen effectively and efficiently, taking the team with you. You will need to be a self-driven leader who thinks and acts strategically and who can inspire and enable our organisation and staff to develop and reach their full potential. A strong commercial focus will be needed so that we can achieve our social purpose.

If you have the passion, the skills and the experience required to be the person to shape the future of The Gingerbread Centre and to work to increase revenue streams, raise our profile and build strong partnerships, please do read on.

Best wishes

Ele Morrissey
Chair



What we're looking for

Role Profile: Chief Executive Officer

The Chief Executive Officer (CEO) is the lead officer of The Stoke-on-Trent & District Gingerbread Centre Ltd (TGC). You will be responsible for all aspects of the day-to-day operations of the Organisation; its management, its maintenance and its development. You will act on behalf of the Board of Management, implementing policies and procedures and ensuring the Organisation remains strategically relevant at both national and local level.

Role Purpose

- Develop, plan and implement the strategic direction of TGC working in conjunction with the Board of Trustees and working closely with the TGC Management Team.
- Set and outline clear objectives and goals for the operational and fundraising teams.
- Ensure all teams are equipped to focus and deliver on strategic objectives and goals, and to regularly monitor.
- Leadership of staff.
- Ensuring we remain financially viable and are compliant with Financial standards and regulations.
- Governance – ensure all constitutional and legal requirements are met.
- Develop revenue streams through sourcing and applying for tender opportunities.

Strategy and Planning

- Develop, drive and lead the strategic development of TGC to achieve agreed long-term organisational goals.
- Ensure that appropriate resources and operational systems are available to turn strategy into reality.
- Plan budgets and forecasts.
- Regularly report back to the Board of Trustees and attend Trustee meetings.

Leadership of Staff

- Provide leadership which motivates and inspires staff and volunteers.
- Agree team and individual objectives and work through regular one-to-one line management, discussions and appraisals.

- Ensure TGC has in place effective policies and procedures to manage HR, finance, information, communication, and other resources and that these meet relevant legislative requirements and agreed quality standards.
- Oversee the quality and health and safety (including risk management) of all activities carried out at TGC.
- Plan and monitor resources, events and staff ensuring TGC achieves an efficient and effective team and culture.
- Play a major role in the recruitment and selection of staff and ensure all new staff are fully inducted.

Finance (in conjunction with Treasurer and Finance Manager)

- Take overall responsibility for financial management and viability, producing budgets and forecasting for Board approval and monitor and explain financial performance.
- Maintain robust financial controls, risk management systems and sound administrative processes.
- Ensure open communication with the Board on financial and organisational performance against agreed strategic goals.

Governance

- Work with the Board to ensure high standards of governance and that the Board fulfils all constitutional and legal requirements.
- Provide appropriate and accurate management information and other guidance to the Board of Trustees which ensures they have a clear and accurate understanding of the health and performance of TGC and are able to take informed decisions.
- Support the Chair in ensuring the continued engagement and development of all Trustees.
- Be responsible for inputting to and overseeing any contracts or agreements at TGC and liaising with the Board of Trustees with regards to any legal documents.
- Lead on Data Protection at TGC, ensuring the organisation is compliant with up-to-date legislation.

External Relationship Building

- Represent The Gingerbread Centre at events and act as spokesperson as required
- Maintain and develop key stakeholder relationships with the clinical and business community.
- Ensure the Charity is appropriately represented on relevant external committees.

This job description cannot represent an exhaustive list of duties and may need to be amended in the light of experience, development or organisation and service changes.

The successful applicant will be appointed subject to satisfactory references and DBS check.

Person Specification – Chief Executive Officer

Education/Qualifications: Educated to degree level (or equivalent)

Experience:

- Experience at a strategic leadership level
- A strong track record of leading, engaging and motivating teams through growth and change
- Experience of developing commercial entities to enable achievement of social purpose
- Track record of developing partnerships to increase revenue streams
- Experience of financial risk appraisal and management
- Experience of working with a Non-Executive Board

Skills and Abilities:

- Ability to articulate a clear vision for the future of the organisation and establish a high-performance culture
- Demonstrable success in developing and leading high performing teams
- Strategic thinker with an eye on the future
- Strong skills in understanding and analysing financial and business-related information
- Strong communication and interpersonal skills
- External focus, with the proven ability to build networks and work in partnership with others
- An approach that is risk aware, not risk averse
- Empathy with the organisation/sector and its current challenges

What we're offering

Salary: £45,000 per annum.

Time commitment: A minimum of 3 days per week. There will occasionally be some evening and weekend meetings/events.

Base: The Gingerbread Centre, Stoke-on-Trent with the possibility of working from home when appropriate.

Annual leave: 25 days plus bank holidays, pro rata, rising to 30 days pro rata with 5 years' service.

Pension: Contributory pension scheme.

Health Care: Health Care Cover after 6 months' employment.

Who are we?



The Gingerbread Centre is a warm, friendly charity based in Stoke-on-Trent, working closely with the families we support.

The Centre was established in 1977 in Stoke-on-Trent, providing 24 hour-supported accommodation for homeless lone parents and their children from across North Staffordshire. In 2014, we extended our service to include couples with children.

We also work with partners across Stoke-on-Trent and North Staffordshire to provide floating support to families in the community at risk of homelessness.

We provide short-term accommodation, personal development, training, advice and encouragement, so families can regain their independence and we see the benefits of this support on a daily basis.

We help lone mums, lone dads, couples with children, single pregnant women and teenage couples with children.

Many of the people we help have complex needs, such as poor mental health, drug and alcohol addictions, learning disabilities and many have experienced domestic abuse.

With a small team of staff, The Gingerbread Centre relies on the support of individuals, community groups, companies and volunteers to enable us to continue providing this quality service for families who are homeless or at risk of homelessness every year.

People we have supported say...

"I think most families are at Gingerbread for near enough similar reasons, and it's not always something you want to share with the world. There are certain things you might not want people knowing - you might feel ashamed, or embarrassed, or worried about what people might find out. It's so much easier to talk to someone who has been through what you've been through, rather than someone who's just pretending to understand.

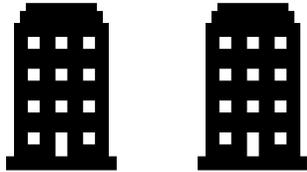
If I had a problem, I could go to any member of staff at Gingerbread. There wasn't one person that I didn't feel able to talk to if I needed to. You can trust everyone there. You know they won't judge you and they'll help you if they can. That's what talking to people at Gingerbread felt like - no judgement.

We've since moved out of the centre into our own home, and while I loved our time at Gingerbread, I was excited to be moving on. Having lived by myself since I was 17 years old, I'm used to being independent. They understand that and helped me secure my new home.

Gingerbread supports you the whole way through, from the day you arrive to after you begin living how you want to, as a family, and together as family is exactly how it should be."

"I rebuilt my family during my time at the Gingerbread Centre."

Who we are – facts and figures



2 sites - 33 units of accommodation



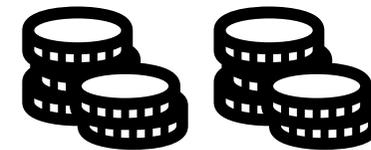
24-hour support for families



11 Full Time and 24 Part-Time Staff



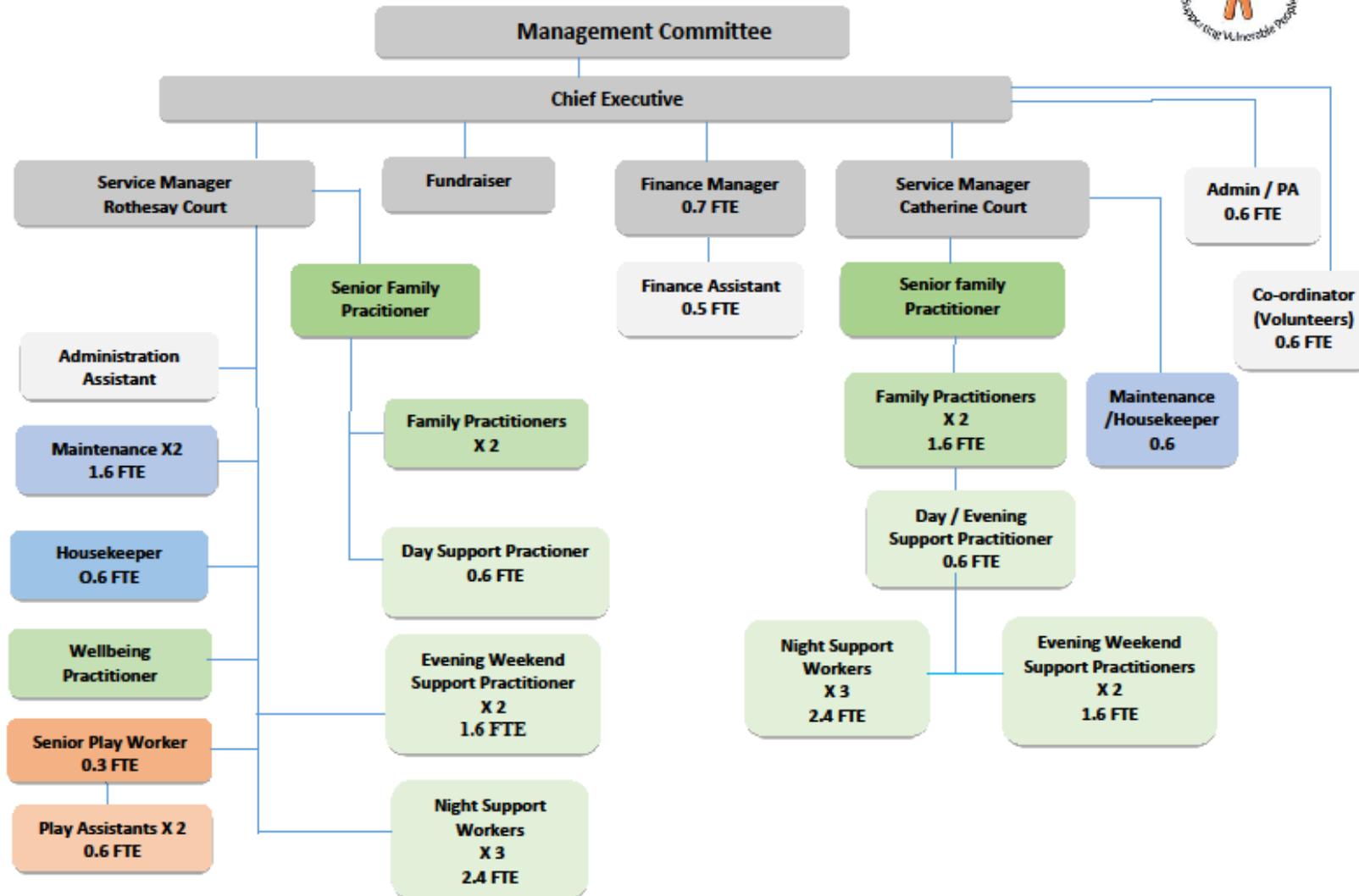
Growing Board of engaged Trustees



2020 income - approx 953.5K

Stoke on Trent and District Gingerbread Centre Ltd

1.05 - Management and Staff Structure



Still interested? Next steps.....

We'd like to read your CV, once you have reviewed it to make sure it illustrates how you match up to what we're looking for. Please make sure your CV isn't more than 3 pages.

We'd also like to hear about you in your own voice, so please record a short video of yourself – no more than 2 minutes in total – telling us why you think that you are the ideal candidate for this role. You might want to consider the following in your video:

- How your leadership style fits with our culture and organisation
- How you have led successful transformational change
- The professional expertise you would bring to this particular role

Once you're ready, then send an email to Deborah.withington@gingerbreadcentre.co.uk attaching your CV and a completed [Equal Opportunities Form](#) and send us your video using [WeTransfer](#). Your CV and video must get to us before 9am on Tuesday 2 March 2021.

Please note that your video will not be used in the initial longlisting process, only your CV, which will be anonymised.

Dates to note

Deadline for submission of CVs/video	9am on Tuesday 2 March 2021
First stage interviews (via Teams online)	w/c 8 March 2021
Final interviews (via Teams online)	w/c 22 March 2021

Any questions?

Contact Deb Withington in our team if you have any queries or for support in sending us your video by emailing deborah.withington@gingerbreadcentre.co.uk or leave a message on 07736 931108. Like many of our staff, Deb works part-time, so she'll get back to you as soon as she picks up your call/email.

We look forward to hearing from you!