



CHIEF EXECUTIVE OFFICER

Job Description



Supporting people affected by rape and sexual abuse



AN INTRODUCTION FROM OUR CHAIR.

For more than 30 years the Birchall Trust has supported survivors of rape and sexual abuse across Cumbria and Lancashire. Our services are designed to reflect the needs of people of all genders and sexual orientation providing support to them and their friends and family who may also have been impacted by the sexual abuse. At the core of our work has been our counselling service recently enhanced to work with people in a more holistic way, introducing trauma informed wellbeing practitioners, education and training opportunities along with group activities.

In May 2024 we launched our new 5-year strategy with ambitious targets and a passion to challenge myths and reduce the stigma of sexual abuse. We are audacious in our desire not just to help create safe and supportive environments for people to seek help but critically to also develop informed and confident communities who are able to change behaviours aiming to reduce the incidence of sexual abuse and its damaging impact for individuals.

We are seeking a Chief Executive Officer to lead Birchall Trust through this exciting phase of our strategic development. A confident and experienced leader, you will be able to empower our team to deliver our strategy and create the future beyond. Experienced in managing change, with the ability to manage a growing organisation and deliver our values with a genuine commitment to good governance; are just some of the cornerstones you will need to bring to the role.

Sexual abuse effects everyone and takes no heed of race, religion, gender or sexual orientation; we welcome applications from people of all backgrounds.

We look forward to hearing how you would take up this challenge and help us achieve our goals.

Dr Paula Cook
Chair of Trustees

AN INTRODUCTION TO BIRCHALL.

The Birchall Trust empowers people affected by rape, sexual abuse, sexual violence, or exploitation to recover from their trauma so they can lead safe and fulfilling lives irrespective of gender identity, sexuality, ethnicity, culture, or religion.

We believe that we should live in a society that is free of rape, sexual abuse, and sexualised violence and through a trauma informed approach we...

- Realise the potentially damaging consequences of traumatic experiences and the opportunities that exist for healing through safe relationships.
- Recognise the signs of trauma and seek to address the underlying causes Respond with empathy, integrating the knowledge of trauma into our policies and practice.
- Resist retraumatising people and aim to deescalate the deep anxiety that adversity can cause. assisting people to recover from their trauma, by enabling them to live in the present without being overwhelmed by the thoughts and feelings of the past.

OUR CORE TRAUMA INFORMED VALUES.

Our values align to the core trauma informed principles around:

Safety	We recognise the impact of shame, we create safe spaces and make people feel safe, by building trusted relationships.
Trusted	We avoid judgement and understand shaming and blaming language can damage people and harm relationships. We are emotionally aware. We avoid blame. We believe and do not judge.
Choice	We ensure that the people using our services have a voice and their choices are important, we understand that everyone's experience matters, and that recovery is an individual experience and will be different for everyone.
Collaboration	We work together to achieve the best possible outcome, we are person centred and see the person' s strengths, building upon them, we are reflective and learn together
Empowerment	We seek to make a difference, innovative and be the change we want to see. We make a difference, we are transparent, and take responsibility. We develop resilience enabling people to build on their strengths.

Key Purpose of the job:

- Work with our broad team and the Trustee Board to set strategic direction and objectives and achieve these through strong operational management of the service underpinned by efficient and effective income generation, financial and risk management and delivery of business plans.
- Provide the Board with timely, high quality, appropriate information to allow it to fulfil its governance responsibilities.
- Lead and ensure effective management of the charity in compliance with legal frameworks and the Charities Commission guidance.
- Promote and develop Birchall Trust's profile and build strong and informed relationships with key stakeholders.

Main Duties and Responsibilities:

Developing our People and Culture:

- Lead and engage the broad Birchall team of staff, volunteers, and ambassadors promoting a culture of inclusion, good communication and empowered working relationships.
- Guide development of our culture ensuring we live by our values and build an accessible, barrier free, safe working environment that enables everyone contributing to Birchall to thrive.
- Ensure compliance in law and spirit with legal, regulatory, social, and ethical responsibilities, including all aspects of equal opportunities and employee legislation.
- Reflect in daily behaviour, policy development and relationships with stakeholders the principles of our trauma informed approach to organisations, people and those who use our services.

Service Delivery:

- Ensure the provision of high quality, timely and accessible services that help those who use them in their journey through recovery and reflect our trauma informed approach.
- Monitor and evaluate services for accessibility, best practice contractual requirements and opportunities to create informed and achievable annual plans and budgets.
- Create a culture that seeks and responds to opportunities for growth and service improvement with a balanced approach to articulated risk and informs a rolling strategy and robust business plan.

External Affairs and Relations:

- Foster positive, enabling and open relationships with a range of stakeholders, reflecting both funders and those who use our services.
- Enhance and promote our reputation as a leading service provider in wider communities.
- Work collegiately with other stakeholders, government bodies and professional organisations to reduce stigma linked to sexual abuse, understand its implications and secure funding for services that help support those affected.
- Facilitate our work on education and development in schools, workplaces and communities to help change behaviour and over longer term reduce the incidence of sexual abuse.

Income Generation and Business Development:

- Create an informed long-term approach to funding balancing operational needs and risks underpinned by robust financial stewardship and reflecting Charity Commission requirements.
- Deliver a financial service that reports in a timely, focused and appropriate manner to The Trustees, is fair and transparent for all stakeholders and meets statutory audit and accounting good practice.
- Deploy professional curiosity for new sources of service diversity and income generation in line with our strategic objectives.
- Create clear recommendations and funding bids to support these work programmes to the Trustees and other parties.

The post holder will work with the Trustees to ensure the organisation meets all statutory and Charity Commission requirements. No job description can cover every aspect of the post and the post holder will be expected to carry out additional duties and responsibilities according to organisational need. Demonstrating agility and flexibility as a leader is inherent in this role.

Our Trauma Informed Behaviours - How the role will be delivered.

I do what matters.

I ensure that I work to trauma informed principles and best practice in all aspects of my work.

I take action to build and nurture trusted relationships, in order to understand, support and guide others at all times.

I am always myself.

I bring the best version of myself to work. I contribute to the difference Birchall makes to people's lives.

I act as a role model in terms of trauma informed principles, inspiring others to engage and trust me.

I focus on succeeding together.

Collaboration is what makes us different, we're better and stronger when we work together

I am a connector, forging relationships across teams, sharing knowledge and talent to deliver our goals

I show that I care.

I care about Birchall, all my colleagues, the people using our services and the wider communities in which we work

I ensure that I support my team members to feel safe, included and accountable by providing clarity around Birchall's values, vision and mission

PERSON SPECIFICATION

Who are you?

An assured grounded value-based individual who understands the impact of sexual abuse on survivors, their friends and family.

A trusted leader who leads through the empowerment and development of others, capable of visualising potential and nourishing it in self and others.

A passionate champion of our commitment to developing as a trauma informed organisation.

It is likely you will be able to demonstrate the skills and experience listed below. However, we recognise excellent leaders build followership in every team they work with, empowering and nurturing the strengths of the people around them. An organisation is successful, delivers its goals and achieves service excellence through those people, the team and not individuals. If your ethos of leadership is different to this you are unlikely to be the right person for this challenge.

Education and Qualifications

Degree or equivalent.

Thirst for continual learning and evidence of an ability to self-reflect and apply learning in practice.

Experience & Knowledge

It is essential for candidates to have previously worked in the third/ voluntary sector and preferable to have supplemented this with either NHS or local government experience demonstrating a breadth of organisation knowledge and experience.

In addition, they should have:

Leadership experience as a general manager responsible for all management disciplines or as a CEO level for a smaller organisation or charity.

Led organisations and teams through structured programmes of change and ongoing cultural development.

Experience of developing, implementing, and evaluating strategies, policies and procedures, and quality assurance mechanisms.

Experience of working at a strategic level, researching, developing, and implementing new services and products.

An understanding of charity governance and compliance with the requirements of the Charities Commission.

An understanding of relevant legislative frameworks such as, but not exclusively, equality and diversity, risk management, health and safety at work and human resource management.

Be able to demonstrate an understanding of the impact of working with survivors of sexual trauma on staff and how the organisation can respond to this to support staff wellbeing.

Practical experience of delivering and developing training for external stakeholders.

An understanding of the nature of charitable funding, Proven experience of developing successful funding applications to a variety of funders.

Skills

Business management and financial acumen demonstrated through successful business planning, income generation and budget management.

Commercial awareness and the ability to identify and assess business risk.

Ability to analyse information and observations to evaluate organisational and service/product effectiveness and formulate strategic and operational recommendations.

Leadership and management skills that inspire confidence and commitment demonstrating a capability to visualise and develop potential in others.

Excellent interpersonal skills to relate effectively to public, business and voluntary organisations, community leaders, commissioners, staff, counsellors, volunteers, and the Board.

Literacy skills to prepare reports, media copy, policies and procedures, and other business documents.

Numeracy skills to interpret and manage budgets and charity accounts.

Ability to work independently, prioritise and plan own workload, and oversee the workload of others.

Effective project management skills.

IT skills for business use.

JOB INFORMATION

The postholder will have the flexibility to deliver the role as they feel appropriate.

Salary: £50-55,000 dependent on experience, plus pension contribution.

Hours: Full-time, with flexibility to allow for occasional evening and weekend working.

Location: There is a minimum expectation the role will be a hybrid in nature – with at least 2-3 days per week on average being spent on site at one of our main locations or attending external meetings. Visibility and presence in each of our main locations will be essential to our continued cultural development.

Our current main locations are our offices in Barrow in Furness, Morecambe and the Health Innovation One Campus at Lancaster University.

Additional Requirements: A current driving licence, access to own vehicle and able to travel as needed within the UK.

Tenure: Permanent subject to a successful probationary period of 6 months.

Annual Leave: 25 days plus Bank Holidays

Notice Period: 12 weeks

Role reports to: Chair of Trustees and the Trustee Board.

Governance: This role is subject to a full DBS check. All candidates must be eligible to work permanently in the UK without restrictions.

How to Apply.

If you are interested in applying for our CEO role and would like to discuss it further please contact Laura Gleaves, Senior Administrator,

on 01229 820828

or email enquiries@birchalltrust.org.uk

to arrange an informal discussion with our Chair of Trustees, Paula.

To apply please send a full Curriculum Vitae with a detailed covering letter explaining why you would like to take up this challenge and how you would help Birchall Trust achieve its strategy and continue to thrive.

Birchall in Numbers

WHAT WE'VE ACHIEVED

2023-24



190 people received wellbeing support (an average of 14 sessions)

371 people received adult counselling (an average of 21 sessions)



99 Young people received specialist counselling

44 children accessed play therapy

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“I am incredibly grateful for the support received from Wellbeing. She had a very compassionate and non judgmental response which made it easy to open up. I am truly happy and relieved that people like this exist.”

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“I have seen masses of improvement from my child with laughing and smiling and skipping, being more relaxed and less worried about things. They use their learned strategies that were talked about in sessions such as breathing and trying to calm themselves when things get difficult. The experience was brilliant

USEFUL LINKS



[@TheBirchallTrust](#)



[@thebirchalltrust](#)



[The Birchall Trust](#)



[www.birchalltrust.org.uk](#)



[The Charity Commission
- GOV.UK \(www.gov.uk\)](#)