

Potential Plus UK Job Description

Job Title:	Chief Executive Officer (CEO)
Reporting to:	Board of Trustees. Liaises with the Chair of the Board of Trustees.
Contract:	Permanent, full-time
Salary:	£55,000 fulltime starting salary in a salary band rising to £70,000
Hybrid working:	Flexibility for working between the Milton Keynes office and home

As this role supervises staff who regularly work with children, it requires a criminal records check.

Main objectives of the role

Please note: these will be confirmed on appointment and reviewed annually

- To help formulate and execute the agreed strategic objectives of the charity.
- To provide effective operational management of the charity.
- To maintain the financial viability and probity of the charity.
- To ensure high quality delivery of the charity's services and products.
- To represent Potential Plus UK to key stakeholders.
- To attend meetings of the Board of Trustees and provide both written and oral reports.

Main responsibilities for all employees

1. To keep up to date with statutory and best practice in safeguarding and child protection procedures, ensuring that all members of the charity's community are aware of these, understand their roles and are confident to take action as needed.
2. To liaise effectively with colleagues, parents, schools, colleges and young people to secure excellent outcomes and well-being for young people with high learning potential.
3. To support and implement the strategic aims and all aspects of policies and procedures.
4. To develop best practice in the provision for all high potential learners, including the disadvantaged and disengaged, those with dual or multiple exceptionalities, and English as an additional language, and children from minority groups.
5. To model high standards of professional behaviours and attitudes at all times.
6. To identify the professional learning needed to achieve excellent outcomes, and to monitor the impact to ensure you excel in the role.

Main responsibilities for the CEO

Strategy

- To collect and maintain information and evidence that contributes to the strategic planning of the charity.
- To work with the Board of Trustees (and other staff members and advisers as appropriate) to develop the strategic objectives and the strategic plan for the charity.
- To implement and periodically review the business plan and ensure all operational activities support the strategic objectives.

Management and Administration

- To motivate and develop the team of professional staff.
- To provide a structure of line management and support for all staff.
- To recruit and terminate staff in line with the charity's policies and values.
- To oversee the work of contracted companies and individuals with the support of the Deputy CEO.
- To provide and promote structures for volunteers to support high learning potential.

Financial Management

- To manage the charity's financial resources effectively, in line with the agreed annual budget.
- To maintain the charity's compliance with financial bodies such as HMRC.
- To implement a robust income-generation strategy as agreed with the Board of Trustees
- To oversee the fundraising activities being implemented for the charity.
- To actively promote and ensure financial support for disadvantaged families to enable access to the charity's services.

Quality of Services and Products

- To implement and oversee the development of high-quality services and products that are appropriate for the charity's beneficiaries.
- To promote best practice and consistency of high quality in the delivery of all services and products.
- To ensure the charity keeps up-to-date with developments in education and wellbeing policy and practice and applies them to its own understanding and work.

Marketing and Advocacy

- To implement a coordinated marketing and social media strategy to increase awareness of high learning potential and the educational and wellbeing needs of the charity's beneficiaries.
- To develop and promote understanding of high learning potential with a strong evidence base.
- To work collaboratively with other stakeholders to advocate for the rights and needs of young people with high learning potential.
- To be the prime contact with the media and be an advocate for the charity.

Governance

- To be accountable for the efficient, operational running of the charity.
- To ensure the charity's compliance with legal requirements such as Companies House returns, GDPR, etc.
- To understand and adhere to the charity's governance documents.
- To provide written and oral reports to the Board of Trustees at regular meetings.
- To respond to requests for information by the Board of Trustees in a timely fashion
- To support Trustees to maintain and regularly review the policies of the charity and to create and implement the accompanying operational procedures.

Monitoring and Evaluation

- To monitor and evaluate the effectiveness of the charity through qualitative and quantitative key performance indicators.
- To be responsible for the appraisal of staff performance and identification of any needs for professional learning and development.

Safeguarding

- To act as Senior Designated Safeguarding Lead for the charity.
- To coordinate with the Trustee with Responsibility for Safeguarding and Deputy Designated Safeguarding Leads as appropriate to ensure best practice in safeguarding throughout the organisation.
- To regularly interact with children and young people in support of the strategic objectives

Any Other Duties

- To lead by example and be part of a dedicated team to implement the strategic objectives of the charity.
- To carry out any other reasonable duties as identified as part of the job.

Potential Plus UK is the operating name of the National Association for Gifted Children
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The successful candidate will possess some the following:

	Essential	Desirable
Qualifications & training	<ul style="list-style-type: none"> • Degree level qualification • Recent professional learning, which shows a commitment to own development • Willingness to apply for an Enhanced DBS certificate 	<ul style="list-style-type: none"> • Relevant professional qualifications • Current Enhanced DBS certification
Experience	<ul style="list-style-type: none"> • Business or commercial experience with budget responsibility • Experience of working strategically, in either a work or personal capacity • Experience of the UK education system, in either a work or personal capacity • Professional fundraising experience in the not-for-profit sector • Experience of using and applying academic research • Experience of coordinating and motivating teams 	<ul style="list-style-type: none"> • Lived experience of being and/or parenting a high potential learner • Experience of working with a neurodiverse community • Understanding of the economic and political environments within which charities operate
Qualities & skills	<ul style="list-style-type: none"> • Creative thinking and effective problem-solving • A positive 'can-do' attitude • Financial acumen in achieving goals • Effective as both a team player and leader • Knowledge and understanding of high learning potential • Empathy with young people with high learning potential and their families • Excellent communication skills, both written and oral • Reliability • Commitment to Equal Opportunities and valuing diversity 	<ul style="list-style-type: none"> • Desire to learn and apply new skills

Potential Plus UK
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