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**Job Description & Role Profile**

**Job Title** Chief Executive Officer (CEO)

**Accountable to**: Chair of the Trustees, Cuerden Valley Park Trust

**Contract:** Full time, permanent post.

**Hours:** Full time (based on 37.5 hours) over 5 days (Mon-Fri). There will be a requirement for weekend working and a degree of flexibility will be required. Time off in lieu of extra hours worked will be given.

**Salary:**  £40,000 - £45,000 depending on experience

**Probation:** There is a six-month probationary period for this post.

**Annual paid leave:** 23 days per annum initially pro rata (excluding public holidays).

**Pension:** After the probation period, the post holder will be eligible for employer’s contributions of 5% to a private pension scheme providing the employee contributes at least 3%.

**Notice period:** Three months’ after the probationary period. One month within the probationary period.

**Location:** Cuerden Valley Park Visitor Centre, Berkeley Drive, Bamber Bridge, Preston. PR5 6BY. There may be an option for some remote working.

**Key Objectives of the role:**

* To ensure that the charitable objectives of the CVPT are embedded in the day-to-day operation.
* To help draw up and implement an agreed rolling strategic plan.
* To be responsible for the management and administration of the CVPT within the governance and accountability framework.
* To adopt and develop systems and processes for the safe and sustainable operation and management of the Park and other assets of the CVPT.

**Management and Leadership**

* Manage the team of staff, volunteers and support the Board to ensure all feel valued, and encouraged to make a contribution to the overall performance of the Trust.
* Embed a culture of team cohesion, strong communication and shared values of the Trust.
* Inspire and encourage the whole team to meet targets and objectives in line with the values of the trust.

**Trustees and Governance**

* Ensure the Trustee Board receives comprehensive regular reports (including HoDs contributions) showing progress against the strategic plan and charitable objectives, budgets and other financial targets.
* Risk assessments across the operations to be supplied to the Board in a timely manner.
* Advise, support and give recommendations to the Board on progress, opportunities and any serious incidents on a regular basis as part of the governance structure.
* Assist with the operation of good governance, including provision of training and development for the Board.

**Finance and Legal**

* Responsible for the overall financial health of the charity building on successes and mitigating risk.
* Producing annual budgets, in collaboration with HoDs and appropriate trustees/Finance sub-committee.
* Take appropriate steps to mitigate and monitor risk both operational and strategic.
* Responsible for business planning and financial terms and conditions of all grants and external funding.
* Investigate and assess the viability of external funding for all projects.
* Ensure the continued compliance of all financial, security and legal obligations across all operations at the Park.
* Embed processes and systems to show clear accountability with full and accurate reporting of annual accounts and other statutory returns.
* Ensure best practice compliance with all Fire, Security (both physical and data) and Health & Safety requirements.

**Communications and Representation**

* Act as the Face & Voice of the CVPT, building on existing and creating new partnerships, networks and strategic relationships.
* Use appropriate communication skills to deliver key messages across all audiences, stakeholders, supporters and detractors, acting as spokesperson for the Trust.
* Translate all key strategies into engaging communications, offering a compelling case for support.
* Use digital media to support the broadening of audience reach.

**Fundraising and Income Generation**

* Create a fundraising strategy as part of the new/updated strategic plan with a view to building a sustainable programme of individual, corporate & legacy giving.
* Working with Fundraising Officer (TBC) identify and cultivate funding opportunities ensuring a high quality donor experience to sustain support.
* Oversee the writing of funding bids to ensure key messages and compelling vision of the Trusts work is conveyed within appropriate communications.

**Person Specification:**

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| **ESSENTIAL** | **DESIRABLE** |
| **Knowledge & Experience** | **Knowledge & Experience** |
| Senior management experience in a comparable environment.  Proven track record of delivering financial and non-financial targets.  Ability to lead and develop a team to deliver the vision of the Board.  Strong financial acumen with an inclusive approach to drawing up budgets and financial targets.  Experience of working with a Board of established and new trustees.  Experience of senior management within the charity/heritage/conservation sector.  An ability to create and maintain strong relationships with a diverse range of stakeholders. | Experience of fundraising and funding applications for charity/heritage sectors.  Knowledge of running grant-funded projects particularly in the environmental/conservation sectors.  Knowledge of NNR’s, habitat protection, nature conservation.  Knowledge of licencing laws. |
| **Skills:** | **Skills:** |
| Strong, visible, highly competent leader of diverse teams.  Creative thinker able to implement innovative solutions.  Ability to balance long term strategic view with practical day-to-day operations of a busy, high-profile public asset.  Able to implement strategy.  Ability to analyse and act on complex data.  Forward thinking and capable of planning for the future.  Excellent written and verbal skills including public presentation. | Hands-on management of a high-volume catering business. |
| **Attributes:** | **Attributes:** |
| Ability to inspire and engage others through personal behaviour and actions.  Professional, calm, approachable.  Organised, diligent and efficient.  Ability to make decisions effectively against complex information and competing priorities.  Takes responsibility for own continued professional development. |  |

**Background information**

Cuerden Valley Park is a 650-acre green oasis which lies between Chorley and Preston in Lancashire. It is a working estate with parkland and farmland, owned and operated by the Cuerden Valley Park Trust (CVPT) and enjoyed by over 300,000 visitors per year, mostly form the local area.

The maintenance and improvement of the Park is a key objective for the Trust which boasts the following:

* + Extensive woodland.
  + High-value, protected wildlife habitat.
  + Riparian environment with heavy human and canine footfall
  + Reservoir (high-risk category) and other water features.
  + Five pay and display car parks.
  + Tenanted farms.

The CVPT is a small charity, set up in 1992 for the conservation and maintenance of the Park, enabling the general public to enjoy education and recreation opportunities. Free-to-enter, the Trust generates income from rents (agricultural, commercial) profits from the F&B offer in the combined Café & Visitor Centre, visitor car parking and other fundraising efforts.

The past two years have been a challenging time for CVPT, as for all charitable trusts, although the focus on the need for access to green spaces for the health and well-being of the local community was an indirect benefit. And the take-away service at the café throughout the lock-down periods meant that income generation was not impacted negatively by the restrictions imposed to contain the virus.

The Trust is now poised to re-double its efforts to engage with the local community and stakeholders to deliver a sustainable future for this much-loved and heavily-visited park. With a new Parkland Manager in place who will lead on the development of the strategy for nature conservation, the Trustees are looking for an inspirational leader to consolidate the business strategy and deliver ambitions partnership projects.

The post-holder will need to establish and maintain a good rapport with the Chair and the Trustees, key local stakeholder groups & individuals, local councils and key partner organisations.