

## Chief Executive

---

Responsible to Board of Trustees  
Responsible for Finance Officer, The 3 strand managers being Food, Flowers, Climate.

### Purpose

To provide leadership and management for the strategic and day-to-day running of the organisation.

### Main duties and responsibilities

#### Strategy and policy development

- ◆ Provide creative, collaborative leadership to the organisation working with the trustees and the teams.
- ◆ Support the trustees in the development and implementation of the medium and long-term business plan including marketing, development, fundraising and financial strategies.
- ◆ Manage and support change in line with the medium and long-term business plan.
- ◆ Keep up to date with current and future public policies and strategies, with a view to identifying opportunities for the development and support of the organisation's services.
- ◆ Advise on matters relating to the development, promotion and implementation of policies.
- ◆ Promote, develop and manage effective external relationships with strategic partners including public agencies and other relevant bodies, both local and city wide.

#### Finance and resources management

- ◆ Have overall budgetary responsibility for financial management and performance, including forward planning and management of budgets.
- ◆ Ensure the annual budgets and regular management accounts are prepared and submitted to the trustees for approval.
- ◆ Develop opportunities and activities to generate income through services and facilities to sustain the organisation and its key objectives.
- ◆ Devise and implement an ongoing successful funding strategy, including negotiating contracts and service level agreements with funders, and broadening the revenue base to support ongoing financial stability
- ◆ Supervise the preparation of suitable reports to meet the monitoring requirements of funders, and provide evidence that specifications have been met.
- ◆ Support and coordinate trustees, staff, and volunteers who are actively involved in delivering the funding strategy.
- ◆ Be accountable for the use and upkeep of premises and equipment, including ensuring that the site meets health and safety requirements.

## Job Description

### Staff Management

- ◆ Lead the staff team within the policy framework set by the trustees and foster good communications throughout the organisation.
- ◆ Line manage members of the management team and other staff.
- ◆ Ensure that an effective system is in place for the recruitment, management, training and development of staff and volunteers.
- ◆ Ensure that internal policies and procedures are reviewed and updated and improved.

### Accountability

- ◆ Be accountable to the trustees for all aspects of the operation of the organisation and ensure that the organisation fulfils its constitutional and legal responsibilities.
- ◆ Act as Company Secretary for the organisation.
- ◆ Ensure that membership meetings are managed appropriately, including the Annual General Meeting, and that an Annual Report is published.
- ◆ Ensure that users of the Farm's services and facilities comply with internal policies and legislation.

### Public Relations

- ◆ Work within, and promote the aims and objectives of the organisation and present a positive image of the organisation to the public.
- ◆ Maintain positive relationships with funders and promote the community benefit of the organisation and its services.
- ◆ Develop and implement the marketing strategies across all areas of activity, with the joint aims of promoting use and generating income.

### General

- ◆ Comply at all times with Farm policies and contribute to risk assessments.
- ◆ Carry out other duties commensurate with the responsibility of the post.

## Person Specification

### Essential

- ◆ Proven ability to lead, manage and develop an organisation, including strategic thinking, motivation of people, and the ability to provide clear direction
- ◆ Substantial experience of strategic and business planning; target setting; and planning, implementing and managing change in organisations
- ◆ Experience of building high performing teams or workgroups and using appropriate management techniques to deliver success
- ◆ Demonstrable skills in identifying, developing and maintaining effective partnerships that support the development of an organisation
- ◆ Excellent interpersonal skills, including negotiation and influencing
- ◆ Experience of tendering, fundraising and generating income successfully
- ◆ Substantial financial management experience, including budget setting, monitoring and control

## Job Description

- ◆ Broad understanding of the statutory and legal requirements for voluntary sector organisations, including Health and Safety, charity law and governance, and the ability to advise and work effectively with a Board
- ◆ Experience of developing policies in support of organisational goals
- ◆ Competent user of IT packages to deliver responsibilities
- ◆ Substantial experience of recruiting, managing and supporting staff in an Equal Opportunities environment, including improving and sustaining performance
- ◆ A high level of organisational, planning and prioritisation skills, including an ability to work to deadlines and use initiative
- ◆ Must be legally entitled to work in the UK and will be required to provide an Enhanced CRB check

## Desirable

- ◆ Experience of acting as Company Secretary for an organisation
- ◆ Knowledge or experience of community farm and gardens, local food initiatives etc.
- ◆ Experience of working in / with Children and Young People's Services or Health & Social Care