

Chief Executive Officer Gloucestershire Deaf Association

Candidate Information Pack



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Welcome

Thank you for your interest in becoming the new Chief Executive Officer of Gloucestershire Deaf Association (GDA), a charity providing vital practical and emotional support to children, young people and adults living in Gloucestershire who are D/deaf and hard of hearing.

With roots which date back to 1919, when it was formed by the Gloucester Diocesan, we have grown significantly in size and impact to be a charity that is innovative and leading the way for services for the people and communities we serve.

As a user-led organisation, people who are D/deaf and hard of hearing are at the heart of everything that we do at GDA. All our services and support aim to reduce social isolation and enable people to live life to the full. We reach out to all D/deaf and hard-of-hearing people, including people who use BSL as their first language and people who have hearing loss acquired through illness or injury.

We recognise, embrace, and respect the needs of people from linguistic and cultural minority groups and equally offer support to people who may experience emotional loss when their hearing deteriorates or they become deafened.

We also have big ambitions and seek an inspirational leader who is equally ambitious with the credibility and authority to forge new approaches with excellent business skills. A leader who can direct and help to further develop and transform GDA from a dedicated organisation, which has not been without its challenges, into one of the leading not-for-profits in Gloucestershire to meet the changing

and evolving needs of the people and communities we serve.

You will:

- Be a strategic thinker with financial acumen who demonstrates a strong empathy for our values, aims and objectives;
- Have excellent engagement, presentation and people skills and a communication style which is inclusive and self-assured;
- Be able to demonstrate resilience, strength of character, care for others, comprehend complex situations, and deliver pragmatic solutions;
- Use evidence and data to influence and achieve measurable impact;
- Interact well with the D/deaf and hard-of-hearing community and our key stakeholders and funders; and
- Have lived experience of deafness or a show a strong commitment to gaining a detailed understanding of the cultural and linguistic Deaf BSL community and the life experiences of people who are hard of hearing or have acquired hearing loss.

This is both a tremendously exciting and an important role, and we very much look forward to working with our new Chief Executive Officer to achieve together with deaf people our vision of creating a better, more accessible future.

If this appeals to you and you would welcome the opportunity to play your part in the achievement of our future ambitions, please read on.

Patrick Bryan & Nicole Hastie
Co-Chairs of GDA Board of Trustees

About Us

Our Vision

A community where D/deaf and hard-of-hearing people are able to live fulfilled, empowered, and confident lives.

Our Mission

Our mission is to break down the barriers that face D/deaf and hard-of-hearing people.

Our Values

We are inclusive, empowering and understanding.



Introduction

With one in 6 people living with some level of hearing loss, the chances are that we all know someone who is living with deafness.

Deafness is one of the most misunderstood conditions within our society and, as a result, many people don't understand how truly isolating deafness can be.

Most will assume it is simply about not being able to hear but, in fact, deafness is about the daily barriers a person experiences with communication and the impact that it can have on a person's mental and physical well-being.

Deafness can be isolating and frightening, which is why GDA provides practical and emotional support to enable people to live confidently with their deafness—recognising that no one deserves to live in a world of loneliness and isolation.

British Sign Language is a recognised UK language with equal status to Welsh and Gaelic. The D/deaf BSL community includes unique cultural and linguistic characteristics. Celebrating Deaf identity and providing equality of access to services for BSL users is a crucial part of GDA's mission.

Patrick Bryan & Nicole Hastie
Co-Chairs of GDA Board of Trustees

Our Impact

We are widely recognised for the vital support and highly rated services we provide to the D/deaf and hard of hearing community in Gloucestershire, and we will continue to work and look at new and innovative ways to enhance accessible communication, embrace technology, break down barriers, reduce discrimination and help deaf children, young people and adults lead the lives they want to live.

Our Volunteers

Without the support of our volunteers, we wouldn't exist, and we wouldn't have achieved the success we have enjoyed to date. Volunteering is pivotal in enabling GDA to deliver the breadth of services and support we provide.

Our Strategy

With our Interim CEO's support, we are delivering an interim strategic plan to restore stability and set the charity on a path to organisational sustainability for the future.

The interim strategic plan specifically aims to respond to the unprecedented immediate challenges presented by the COVID-19 pandemic and the internal challenges we have faced. This aims to put the organisation in a stronger position to decide on its longer-term strategic plan once the new CEO is in post.

Financial Strength

A dynamic and medium-sized user-led deaf charity with an impact far in excess of the figures quoted in our accounts, we have continued to grow year on year. Despite appearing to have a relatively high level of reserves, the vast majority of this is tied up in property, so there is an urgent requirement to boost our free reserves. Significant investment has already taken place to bolster our fundraising capability and capacity in 2023; a strategy which is already beginning to have an impact.

To find out more about GDA please visit: www.gda.org.uk



Role Profile

Terms

Title: Chief Executive Officer

Salary: c£55,000

Benefits: Your Pension contribution will be matched by GDA up to 5%; holiday entitlement is 20 days plus bank holidays and then 1 extra day a year for 5 years up to a maximum of 25 days per annum.

Reporting to: The Board of Trustees (through the Co-Chairs)

Location: Barnwood, Gloucester.

Contract: Permanent and subject to a six-month probationary period.

Purpose

As our Chief Executive Officer, you will:

- Work with an engaged trustee Board and a dedicated office team, many of whom are D/deaf or hard-of-hearing themselves;
- Hold responsibility for the development of our new three-year strategic plan;
- Review, streamline, further develop and deliver our high quality commissioned and grant-funded services; and
- Develop new and stronger partnerships to better support our growth ambitions and the wider D/deaf and hard of hearing community based on their needs today and in the future.

Our expectations are high. Celebrating D/deaf culture and the community is an essential part of what we do. With D/deaf and hard of hearing people and, in collaboration with others, we innovate and deliver services that D/deaf and hard of hearing people want and need, with all colleagues, trustees, staff and volunteers expected to actively demonstrate and share accountability for organisational values, always.



Responsibilities

Leadership

- Hold overall responsibility for the charity, corporate, operations, and infrastructure, all major decision-making and reporting, monitoring the delivery of the strategic and business plans, and achieving the required financial and quality outcomes.

Strategy

- With the support of the Board, lead on the strategic business planning process and take key operational decisions to drive impact and extend our reach.
- Maintain an awareness of risks and changes in the external environment that affect the organisation, proactively managing this risk across all areas of strategy and operations, liaising closely with the Co-Chairs and our Board.
- Broaden the membership of the Board of Trustees to maintain a mix of deaf and hearing members whilst seeking better representation from other minority communities to extend our ability to meet the needs of Gloucestershire's diverse population.

Operations

- Champion GDA's strategic vision and continue to develop services in line with the needs of the people and communities we serve.
- Establish mechanisms for listening to the views of all those we serve and support on the organisation's performance to ensure that their needs are being fully met.

People

- Provide leadership, direction and motivation to staff and volunteers, creating a learning culture that enables everyone connected to GDA to develop, feel empowered, and inspired by their work and impact.
- Recruit and support the team in developing services and managing operations and performance.

External

- Proactively promote GDA and represent and speak on behalf of GDA at events, publicity opportunities and media interviews.
- Build new and develop existing relationships to maintain and amplify the profile of GDA.

Financial

- Prepare a business plan, annual budget, and monthly management accounts for approval by the Board.
- Establish and monitor indicators of the organisation's impact and financial health.
- Ensure and assist the full and timely annual audit of GDA's financial records and the preparation and filing of statutory annual accounts and returns.

Governance

- Provide regular and timely reports to the Board, prepare for, attend, and record regular trustee meetings, and oversee annual general meetings.
- Ensure the organisation fulfils its legal, statutory, and regulatory responsibilities and that management and HR policies are regularly reviewed and updated.

Person Specification

As our new Chief Executive Officer, you will need to demonstrate a broad knowledge of the critical issues facing D/deaf and hard of hearing people, empathy for their circumstances and an understanding of the varied ways in which services for D/deaf and hard of hearing people are commissioned and provided.

We would particularly welcome applications from individuals who are D/deaf or hard of hearing themselves or who have a close connection with someone who is.

Attributes

- Evidence a palpable passion, personal commitment, and an interest in the work of GDA and to change things for the better for D/deaf and hard-of-hearing communities.
- Possess an understanding of D/deaf culture with a proven track record of working towards improving accessibility at a strategic level - and an ability to engage with D/deaf and hard of hearing people.
- Be able to talk authoritatively and show an understanding for inclusivity and barriers, which can lead to discrimination.

Skills

- Possess strong organisational, advocacy and people management skills to lead an important local charity working in an increasingly visible and important space.

- Evidence excellent communication skills, well-developed interpersonal ambassadorial skills to represent GDA at events and in the media and confidence and experience in delivering talks and presentations to key stakeholders and audiences.
- Demonstrate an ability to manage your workload, prioritise tasks and hit deadlines with minimal supervision while motivating, leading, and supporting a small and growing team.

Experience

- Bring experience in financial and risk management, including budgeting and cost control, with the ability to draft a strategy and annual business plans.
- Demonstrate experience in and a successful track record of attracting income from grant funders and individuals, with the ability to think creatively about achieving significant increases in funding to support our valuable work.

Knowledge

Possess a good working knowledge of:

- HR policy and practice at a non-specialist level with an understanding of how to promote equality and diversity objectives.
- Good governance and how effective and efficient charitable organisations operate, with experience of reporting to Boards and supporting trustees to perform their roles.
- Fundraising Regulator, Data Protection / GDPR principles, and other relevant law and best practice guidance.

How to Apply



If you would welcome the opportunity to apply, please forward:

- A CV outlining your employment history, voluntary activities, achievements, and academic and professional qualifications.
- A supporting statement (maximum 2 x A4 pages) demonstrating what you hope to bring to the role and outlining why you want to become our next Chief Executive Officer.
- A completed copy of our equalities and monitoring form.

Please ensure that you have included a telephone number and any dates when you will not be available or might have difficulty with the recruitment timetable.

Applications should be forwarded to:
Philip.nelson@thehiringdept.com

Recruitment Timetable

Closing Date: Sunday 22 October

Preliminary Interviews: Friday 27th October

Final Panel Interviews: Friday 10th November

Queries

For an informal and confidential discussion, please get in touch with our advising consultant, Philip Nelson, on 020 3590 9978 or via email at philip.nelson@thehiringdept.com.



Living confidently with
deafness and hearing loss

www.gda.org.uk

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