



Parents1st
UK



Chief Executive

Candidate information pack

July 2024

Welcome

Thank you for your interest in joining the team at Parents 1st UK.

Parents 1st has 30 years' experience dedicated to providing peer support programmes to parents in disadvantaged communities. In Essex where we're based, peer support programs are delivered through our staff and team of volunteers. Through consultancy and our digital platform we provide resources, advice and support to organisations wanting to set up their own services. At the core of our ethos is the unshakable belief that every parent deserves support, and every baby deserves the best possible start in life. A vital component is high-quality peer support and this drives everything that we do.

Since our inception we have drawn on the strength of relationships within the communities that we serve and our deep understanding of the challenges that new parents face. We take pride in being able to provide a unique contribution to helping navigate the life-changing experience of becoming a parent. Founded approximately 20 years ago by the current CEO we initially focused on engaging with vulnerable women as early as possible in pregnancy, as well as providing support through labour, birth and the early months of parenting. We have since expanded our services to support fathers, we have launched a digital platform and offer a range of training and certification programs.

We are proud to be working in partnership with health professionals including midwives and perinatal mental health nurses. We are also fortunate in having a motivated volunteer network and have worked hard to provide an employment pathway so that experienced volunteers can progress to becoming peer support workers, trainers and coordinators.

In November 2023, we were awarded the King's Award for Voluntary Service, a fantastic milestone for our organisation and recognition of the value of peer support to families.

We are seeking an experienced Chief Executive who wants to make a difference and can demonstrate a passion for what we do. If you like the sound of this opportunity and have the experience and the commitment to undertake this role, then we would love to hear from you.

Ade Bamigboye

Interim Chair

About Parents 1st UK

We specialise in skilled volunteer peer support during the key life change of pregnancy, birth and becoming a parent. Pregnancy, birth and becoming a parent is a life-changing experience. A happy and responsive parent means a baby's development will flourish. Every parent deserves support and every baby deserves the best possible start in life.

Peer support has a unique and valuable contribution to make to mothers, fathers, babies, families, and communities. The approaches we use are based on clear and strong evidence of what works across the UK and other countries too.

The benefits can be significant for both the volunteers and the parents they support:

- Mothers and fathers build their confidence, feel supported, prepare for changes ahead, and feel more able to deal with the inevitable challenges
- Improved wellbeing of parents means healthier pregnancies, less complicated births and well babies
- Parents get to know what services are available and volunteers help them to benefit from accessing the support
- Volunteers gain satisfaction from giving to their community: they make new friends, improve their confidence, develop new skills, and gain pathways to employment

You can read about our programmes at: [Who we are - Parents 1st](#)



What do we stand for

We are a national charity dedicated to enabling quality peer support during pregnancy, birth and beyond. The evidence is clear - effective and sustainable peer support nurtures the emotional wellbeing of mothers, fathers, partners, and babies, and builds strengths in communities. We have extensive experience of delivering quality perinatal peer support. We also support commissioning organisations (public and voluntary sector) with the practicalities and planning of perinatal peer support, including design, implementation, and evaluation.

We believe every parent deserves support, every baby deserves the best possible start in life and quality peer support is vital.

Our mission is clear - We want more parents and babies to benefit from the help peer support can provide. Our vision is a dynamic community where practitioners, volunteers, parents, professionals, and funders connect, share, campaign, network and learn about what works.

Building on 20 years of dedicated service we aim to look to the future with a renewed commitment to broadening our impact. In response to growing social challenges and insufficient government support, we aim to provide a support system that addresses the diverse needs of the communities we serve by fostering resilience, well-being, and empowerment.

About the role

We are seeking a new Chief Executive to build on our history and unique strengths by developing our future strategy to grow our services and partnerships to meet the ever-increasing demand for the services and programs that we deliver so effectively.

As the CEO of Parents 1st, you will play a pivotal role in restructuring the organisation following the change in our constitution from CIC to a registered charity in 2023. Your leadership will be instrumental in fostering unity and cohesion, creating operational resilience and guiding the organisation towards sustained success in delivering vital services to parents, families and our partners.

As with any charity, the relationship between the CEO and the board of trustees is pivotal to the organisation's success and you will work closely with our committed board to drive our mission forward. The board will provide overall governance, strategic direction and oversight to ensure that we deliver our mission and meet our legal and financial responsibilities.



Role description: CEO

Key Information

Salary	£50,000 - £60,000 pa and 28 days leave plus bank holidays
Contract	Full time and permanent – 37 hours per week
Location	Hybrid/Essex, location to be decided
Reports to	Board of Trustees through the Chair

Role purpose

You are responsible for providing strategic and operational leadership across the organisation. Working closely with the Board of Trustees, you will support the mission of the organisation through development of strategic plans and strategies.

You will play a crucial role in creating a positive organisational culture that values diversity and inclusion and demonstrates a commitment to making a difference to our clients as well as working with our partners to realise both our and their potential.

You will ensure the organisation is managed effectively with good governance and financial processes in place, which are compliant with relevant legislation. As CEO you will report to the board of trustees, provide regular updates on the organisation's performance, challenges and progress towards strategic goals.

Key responsibilities

Will include but are not limited to:

Strategic leadership and management

- Work with the trustees to develop and implement a strategic plan that aligns with our mission, enhances our position as a leader in providing peer support to parents and families and ensures that the organisation achieves its strategic goals and annual targets

- Provide visionary and authentic leadership to root and develop the recently created charity, nurture and support the team's commitment to current services and future opportunities, and create a positive and collaborative culture
- Identify and develop new opportunities both within our core services and by developing strategic partnerships
- Act as an ambassador for Parents 1st
- Take overall responsibility for meeting agreed objectives and key performance indicators through the efficient and effective management of staff, finance and resources
- Lead the management team, ensuring effective internal communications and engagement
- Ensure staff are motivated, supported and developed to achieve their personal objectives in line with organisational plans and priorities
- Ensure that team members have access to training and development opportunities leading to individual and organisational growth
- Create a positive organisational culture that values diversity, inclusion, and professional development and demonstrates this internally and externally at all times
- Ensure the organisation meets its legal, contractual and funding obligations
- Work closely with the Board of Trustees providing timely reports on the opportunities and risks facing the organisation to inform the Board's decision making
- Proactively manage organisational risk, ensuring the charity has an up-to-date risk register and processes to regularly evaluate, monitor and mitigate risks
- Ensure that Trustees are kept well-informed of key developments and provided with sufficient and timely financial and management information to enable them to exercise their statutory responsibilities
- Ensure appropriate delegations are in place around financial management
- Ensure the work-based environment is respectful where all voices and diverse opinions are heard and acknowledged
- Ensure that all staff are aware of their health and safety responsibilities and promote a positive culture ensuring that all legal and best practice requirements are met

Stakeholder engagement

- Create and foster positive relationships, partnerships and networks which support and promote the work of the organisation

- Collaborate with stakeholders, including government bodies, partners, and donors, to strengthen relationships and expand our reach and impact
- Maintain and develop the organisation's profile, reputation and impact with key stakeholders

Operational excellence, planning and delivery

- Ensure operational efficiency, compliance with regulations, and the highest standards of service delivery across all of our services
- Ensure that operational policies are up to date and cascaded throughout the organisation
- Ensure that relevant performance management is collected and reported on and feeds into decision-making
- Take leadership of key projects and development areas where agreed with the Board

Financial stewardship

- Develop and execute a sustainable funding strategy to secure the organisation's financial stability, resilience and future growth
- Produce regular and timely financial reports and forecasts and set and manage the charity's budget
- Ensure full, compliant and accurate reporting including the preparation of the Annual Return and Report to the Charity Commission.

Person specification

Essential

- Significant leadership and management experience, ideally within the non-profit, social services or healthcare sectors
- Ability and solid experience of motivating, supporting and developing people to achieve success as well as personal and organisational goals
- Exceptional interpersonal, influencing and communication skills, with the ability to engage effectively with a diverse range of stakeholders internally and externally
- Experience of developing and implementing strategies and operating plans
- Experience of managing external relationships at a senior level on behalf of an organisation
- Experience of bid writing, securing funds and working with funding partners and grant making organisations
- Experience of growing new projects, services and income
- Evidence of being a strategic thinker with the proven ability to drive service innovation through resourcefulness and creativity
- Evidence of having strong financial acumen, with a track record of managing budgets and navigating financial challenges
- Experience and confidence in public speaking and dealing with press and media
- Evidence of continual professional and personal development
- Resilient, calm and rational in decision making including when under pressure
- Demonstrate a good level of knowledge of charity regulations and of the role of the Charity Commission
- Passionate commitment to the vision and mission of Parents 1st

Desirable

- Experience of working within Perinatal Healthcare in the NHS

How to apply

[Eastside People](#) is supporting [Parents 1st](#) in the recruitment of this role. Please click [here](#) to apply by submitting your CV and a cover letter which should indicate why you are interested in applying for this role and how you meet the selection criteria.

If you would like a call to discuss the role in more detail, please email Lucinda Shaw, lucinda@eastsidepeople.org to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

The closing date for applications is Monday 22 July and longlisting interviews, held by Eastside People, will take place that week.

Interviews with Parents 1st UK for shortlisted candidates will be held the week beginning **Monday 5 August**.

Parents 1st is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the people we aim to support. We work within an increasingly diverse area, and it is important that our staff team is representative of the communities that we serve, and we warmly welcome applications from all suitably qualified candidates.

We want you to have every opportunity to demonstrate your skills, ability, and potential; please contact us if you require any assistance or adjustment so that we can help make the application process work for you.



Eastside People

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