

# **Paddock Wood Town Council**

## **Job Description: Executive Director for Paddock Wood Community Centre**

### **Background**

Paddock Wood Town Council is in the final phases of building and opening a new community centre for Paddock Wood. This project has taken more than eight years to complete but is being delivered at a time when the population is growing due to significant developments to the south and east of the Town. The facility provides nursery facilities, which will be leased and operated independently of the main community centre. The community centre has a large 300 seater hall which can be divided into three, a meeting room for up to 10 people and a café area with fully equipped kitchen.

The aim is to provide a vibrant centre providing activities and facilities for all parts of the community, including those using the Memorial Field for recreation e.g. dog walkers, families and sports teams.

Paddock Wood Community Centre will be leased to a management company (Paddock Wood Community Centre Operations Ltd) to manage and run it independently of Paddock Wood Town Council.

### **Role Summary**

The executive director is appointed by Paddock Wood Community Centre Operations Ltd Board to lead the development of the Paddock Wood Community Centre. This will involve identifying and planning the strategic aims for the organisation and working with the non-executive directors and centre manager to deliver these aims. As leaders, the executive and non-executive directors must create the culture of the organisations. They are key to motivating employees and volunteers, overseeing the budget and marketing plan and encouraging a positive company culture.

Since most not-for-profit organisations work on limited budgets, an executive director must have experience of and a passion for delivering business and operational goals within a limited budget. The Executive Director will lead the growth of the community centre provision to deliver a vibrant community hub working with the operational manager and volunteers to provide good customer service and encourage use of the facility. As business expands, the directors will build the operational team to maximise opening hours and use of the centre facilities.

### **Overall objectives**

The post holder will develop a vision and strategy to deliver the following broad objectives:

- Promote the organisation’s mission and “voice” within the community and local business sector
- Create a robust business plan to ensure that activity within the centre is grown to become a successful and vibrant community hub.
- Working with a team of Non-Executive Directors and the Centre Manager, build an effective team to deliver excellent customer service.
- Develop a governance plan to ensure that building maintenance and health and safety policy promotes the safety of all centre users and staff.

## **Key responsibilities**

The Executive Director of the Community Centre is responsible for overseeing and managing all aspects of the centre’s operations, including marketing and financial management, staff management, and community outreach. Some key responsibilities of this role may include but this list is not exhaustive:

### **Strategic Financial and Business Planning:**

- Develop and implement long-term strategic plans for the community centre that align with its vision, goals and objectives.
- Monitor goals and objectives and modify these as required to achieve the vision for a vibrant, successful community facility
- Manage the community centre’s budget, ensure financial stability, and develop fundraising strategies to meet financial goals
- Direct and oversee investments and fundraising efforts

### **Operational**

- Develop and oversee community centre facilities and services to meet the requirements of centre users
- Encourage a wide range of businesses and individuals to hire the facilities to ensure a wide range of activities for all age groups including children, young people and older residents

### **Leadership and management**

- Build an effective team of leaders capable of providing guidance and coaching to community centre staff
- Recruit, hire and manage staff, providing them with training and support to ensure they can effectively carry out their roles.

### **Governance**

- Collaborate with the board of directors to provide effective leadership, ensure adherence to organizational policies and procedures, and oversee the execution of board decisions.
- Ensure compliance with all applicable laws, regulations, and standards relating to the management of a community facility.

- Ensure processes are in place to maintain the building to ensure a good environment for users.
- Ensure adherence to the organisation's daily activities
- Develop plans to established policies and guidelines which comply with legal and other guidance.
- Ensures policies and procedures adhere to national guidance on:
  - Equality and diversity
  - Safeguarding
  - Safe recruitment
  - Health & Safety Law
  - Financial management

## **Communication**

- Forge and maintain relations with stakeholders, staff, the community and external agencies
- Act as the public speaker and public relations representative for the company centre to raise the profile of the centre and attract business
- Review reports by the centre manager to acquire understanding of the organisation's financial and non-financial position.
- Devise remedial actions for any identified issues and conduct crisis management when necessary.
- Ensure communication is varied and meets the needs of the whole community using a mix of verbal, written and online routes including social media to publicise the centre as widely as possible.

This job description covers the key responsibilities but can be changed depending on the needs of the role.

## Person Specification

The post holder must meet the following essential skills and qualifications and should be able to demonstrate some of the desirable qualities and work towards meeting other desirable attributes whilst in the role.

| Factors                              | Description  | Essential | Desirable | Assessment |
|--------------------------------------|--|-----------|-----------|------------|
| <b>Qualifications &amp; Training</b> | <ul style="list-style-type: none"> <li>• Education to a Degree Level</li> </ul>  | √         |           | A/C        |
|                                      | <ul style="list-style-type: none"> <li>• MSc/MA in business administration or relevant field or equivalent experience</li> </ul>                             |           | √         | A/C        |
|                                      | <ul style="list-style-type: none"> <li>• Additional training relevant to role</li> </ul>   |           | √         | A/C        |
| <b>Experience</b>                    | <ul style="list-style-type: none"> <li>• Experience in developing strategies and business plans</li> </ul>   | √         |           | A/I        |
|                                      | <ul style="list-style-type: none"> <li>• Ability to apply successful fundraising and networking techniques</li> </ul>  | √         |           | A/I        |
|                                      | <ul style="list-style-type: none"> <li>• Five to ten years in a senior management or leadership role preferably in a community-based organisation</li> </ul> |           | √         | A/I        |
|                                      | <ul style="list-style-type: none"> <li>• Experience working with a board of directors or advisory committee.</li> </ul>                                      | √         |           | A/I        |
|                                      | <ul style="list-style-type: none"> <li>• Building positive working relationship with all stakeholders</li> </ul>   | √         |           | A/I        |
|                                      | <ul style="list-style-type: none"> <li>• Marketing services both in person and digitally to maximise income</li> </ul>                                       |           |           | A/I        |
|                                      | <ul style="list-style-type: none"> <li>• Managing complaints and incidents.</li> </ul>   |           | √         |            |
|                                      | <ul style="list-style-type: none"> <li>• Meeting financial and key performance indicators</li> </ul>   | √         |           |            |
|                                      | <ul style="list-style-type: none"> <li>• Managing a multi-use facility</li> </ul>  | √         |           |            |
| <b>Knowledge &amp; skills</b>        | <ul style="list-style-type: none"> <li>• Strong understanding of business finance and measures of performance</li> </ul>                                     | √         |           | A/I        |
|                                      |  | √         |           | A/I        |

|                             |   |   |   |       |
|-----------------------------|---|---|---|-------|
|                             | <ul style="list-style-type: none"> <li>• In depth knowledge of governance structures and managerial best practices</li> <li>• An analytical mind capable for “out-of-the-box” thinking to solve problems</li> <li>• Outstanding organisation and leadership abilities</li> <li>• Knowledge of local community needs, assets, and resources.</li> <li>• Understanding the local facilities in Paddock Wood</li> <li>• Wider knowledge and understanding of local authority structures</li> <li>• Innovative &amp; astute, driving to achieve desired outcomes</li> <li>• Good knowledge &amp; skills with Microsoft and other IT packages</li> <li>• Excellent time management skills with the ability to work at a fast pace with changing priorities.</li> <li>• Knowledge of requirements of data protection/UK GDPR</li> <li>• Commitment to equality and diversity in all aspects of the role</li> <li>• Commitment to delivery of excellent customer care</li> </ul> | √ |   | A/I   |
|                             |   | √ |   | A/I/T |
|                             |   | √ |   | A/I   |
|                             |   |   | √ | A/I/T |
|                             |   |   | √ | A/I   |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
| <b>Communication skills</b> | <ul style="list-style-type: none"> <li>• Excellent communication (oral and written) and public speaking skills</li> <li>• Highly motivated with good negotiation and persuasion skills and an ability to develop and maintain constructive working relationships</li> <li>• Report writing &amp; presentation skills to communicate with the Board, staff and residents</li> <li>• A commitment to social justice, equity, and community empowerment.</li> </ul>  | √ |   | A/I   |
|                             |   | √ |   | A/I   |
|                             |   |   |   | A/I/T |
|                             |   | √ |   | A/I   |
|                             |   | √ |   | A/I   |
| <b>Autonomy</b>             | <ul style="list-style-type: none"> <li>• Manage own and other workloads, making informed decisions in the absence of required information, working</li> </ul>   | √ |   | A/I   |

|  |   |   |  |     |
|--|---|---|--|-----|
|  | <p>to tight and often changing timescales</p> <ul style="list-style-type: none"> <li>• Ability to make decisions autonomously, when required, on difficult issues and deal with conflict</li> <li>• Able to recognise and manage complex and sensitive issue maintaining confidentiality</li> </ul> | √ |  | A/I |
|  |   | √ |  | A/I |

**\*Assessment will take place with reference to the following information**

**A=Application form**

**I=Interview**

**T=Test**

**C=Certificate**