



**Anna Freud**

## Job Profile

<b>Job title</b>	Chief Executive Officer
<b>Reporting to</b>	Chair of Board of Trustees
<b>Employer</b>	Anna Freud
<b>Salary</b>	Circa £142,000 FTE per annum, plus 6% contributory pension scheme
<b>Location</b>	Hybrid (a mixture of home/on-site working) staff are required to work onsite for at least 20% of their working hours at our London site (4-8 Rodney Street, London N1 9JH).
<b>Working hours</b>	Full-time, 35 hours per week plus 1-hour unpaid break/day. <i>Consideration will be given to accommodating existing relevant academic responsibilities. The salary for the role will be pro-rata should a reduction in hours be agreed.</i>
<b>Holidays</b>	27 days plus Bank Holidays FTE
<b>Term of contract</b>	Permanent

### About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

## **Purpose and overview of the role**

The Chief Executive Officer provides leadership of the organisation and ensures the effective management of Anna Freud within the strategic, policy and accountability frameworks laid down by the board of Trustees. The postholder is the lead advocate for the charity externally with Government, the media, senior stakeholders, supporters. and oversees key partnerships notably with University College London (UCL).

Working closely with the board of Trustees the Chief Executive Officer will develop the organisation's long-term strategy, budget and business plan to secure organisational sustainability and compliance.

## **Main responsibilities of the role**

### **1. Visionary Leadership**

- Set and articulate a compelling organisational vision and purpose
- Exemplify organisational culture with integrity and a principled approach
- Work with the Board to create a leadership and operating structure to support the ambitions of the charity
- Cultivate, lead and inspires a high-performing team.
- Develop key partnerships, including with Faculty of Brain Sciences, UCL
- Champion broader child mental health issues, collaborating with external entities to amplify Anna Freud's values and impact
- Provide insightful counsel to the board of Trustees

### **2. Teaching, research and innovation**

- Is seen as a significant contributor to improving child mental health
- Has vision and capability to ensure Anna Freud helps build the next generation of clinicians and practitioners through professional training and academic programmes
- Can actively contribute to and promote the scientific and intellectual work of the organisation, particularly in driving forward innovative research and clinical understanding
- Ensure planning and effective oversight of programmes

### **3. Strategy and Strategic Understanding:**

- Support the Board to develop and set the organisational strategy
- Grasp the broader context, maintaining a long-term perspective
- Navigate uncertainties with a solution-oriented mindset
- Work in partnership with the executive team to craft and execute a coherent business strategy.
- Support the design of strategies for Anna Freud research, training, clinical implementation and consultation programmes, both domestically and internationally.

#### **4. Income generation, Fundraising and Communications**

- Contribute to the formulation of effective income generation, fundraising and communication strategies
- Ensure income generation and fundraising targets are met
- Engage with funding entities, supporting the organisation to secure support for various programmes.

#### **5. Financial Stewardship:**

- Provide decisive financial leadership
- Partner with the CFO to develop a sound financial strategy and ensure financial objectives are met.
- Uphold financial transparency

#### **6. Communications:**

- Serve as the organisation's primary external spokesperson, amplifying Anna Freud's core messages and values
- Oversee the development and implementation of a robust internal and external communication strategy, enhancing advocacy, fundraising, and Anna Freud's brand reputation
- Present Anna Freud's work and act as a key spokesperson across a range of media to support fundraising initiatives
- Effectively support the dissemination of scientific and clinical knowledge / understanding to a wide range of lay and professional audiences
- Forge and nurture pivotal stakeholder relationships to drive results
- Uphold and enhance Anna Freud's respected brand reputation
- Elevate Anna Freud's visibility through media engagements and strategic collaborations with government, businesses, the public, and other NGOs
- Foster and maintain positive ties with top rank academic institutions.

#### **7. Results and Accountability:**

- Realise strategic objectives across income generation, fundraising, programme management, financial priorities
- Champion productivity and excellence

#### **All employee responsibilities:**

- Remain vigilant and proactive in upholding Anna Freud's policies, including those related to Equal Opportunities, Health and Safety, Safeguarding, and Information Governance
- To maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance
- To complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;

- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

### **To be noted**

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

# Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview/Task)
<b>Qualification/training, experience and/or knowledge</b>	
Significant leadership and management experience, relevant to the field of child mental health.	Application
Experience and knowledge of research in child mental health and understanding of child mental health services in the UK.	Application
Academic standing and experience to develop educational programmes with relevant experience to be eligible for a UCL appointment.	Application
Knowledge of Government, Academic and NHS structures.	Interview
<b>Skills and/or abilities</b>	
Skilled in collaborative working with proven partnership, networking and negotiation skills.	Interview
Ability to: <ul style="list-style-type: none"> <li>• create and lead a high-performing Exec team</li> <li>• Work with the Board to create the necessary operating framework to deliver an effective leadership structure</li> <li>• manage financial strategy and large budgets</li> <li>• build networks at a senior level</li> <li>• develop and manage a high level of personal visibility</li> <li>• Ability to negotiate with national and international academic institutions at Faculty level or higher</li> <li>• Exhibit resourcefulness and a propensity for judicious risk-taking</li> <li>• communicate internally, externally, digitally and through Media</li> <li>• support Fundraising and represent Anna Freud to funding partners</li> </ul>	Application and Interview

<ul style="list-style-type: none"> <li>• Excellent inter-personal skills, able to communicate complex information accessibly</li> <li>• Excellent strategist, able to turn visionary thinking into clear actionable plans</li> </ul>	
A self-starter, pro-active, resilient, flexible and able to work under pressure. Excellent self-management skills.	Task and Interview
Recognize personal strengths and areas for growth.	Interview
Be open to learning and recognise own limitations.	Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

### **Equal opportunity**

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

### **Further support**

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on [recruitment@annafreud.org](mailto:recruitment@annafreud.org). We aim to provide reasonable adjustments where operationally possible for the work that we do.

### **Post-interview**

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.