



**YORK**  
**WOMEN'S**  
COUNSELLING SERVICE

**DIRECTOR**  
**INFORMATION PACK**

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## Welcome

Thank you for your interest in the role of Director at York Women's Counselling Service (YWCS).

YWCS is a small registered charity serving the York area. It provides one to one counselling for women who are experiencing emotional and mental health difficulties as a result of current or past emotional stress or trauma. Our aim is to be there to support women who need our help, when they need it, for as long as they need it, regardless of their financial circumstances.

Having skilled and dedicated individuals who share our values and want to deliver for the organisation is critical to this.

This information pack will give you some information about YWCS along with an overview of the role and how to apply.

## What We're Looking For

We are now looking for an experienced and highly organised senior manager to take on this new post within YWCS which combines responsibility for strategic oversight of the charity with responsibility for all administrative and operational aspects of the organisation's work.

This is a new role which we have been able to develop, thanks to the dedication and hard work of our staff team and volunteers over the past three years which has enabled us to build secure foundations for future growth.

The Director will ensure that the key resources of the charity are in place and effectively managed so as to enable the organisation to deliver on its core mission and vision.

This is an exciting time to be joining YWCS as we embark on the delivery of our new three year organisational strategy which sets out how we can support more women who need our help than ever before.

## About You

To be successful in this role you will be able to see the big picture, be adaptable, flexible, solution focussed, and willing to roll your sleeves up. You will have experience in income generation, finance, data and office resources and systems, be extremely organised, enjoy working within a team and be a great communicator.

You will be able to work closely and collaboratively together with the existing staff within the existing ethos and values of the charity

You will be seeking an exciting new challenge and able to work to tight deadlines with minimum supervision. You must have a 'can do' attitude and be willing to develop and support new initiatives that will build on and develop the work of YWCS.

## **What You Can Expect**

- Outstanding job satisfaction in a highly respected organisation which is making a real difference in its local community.
- Full support in your ongoing development to build your skills, experience and career.
- To lead and collaborate with a dedicated team and build relationships with trustees, staff and volunteers.
- To gain valuable governance and board experience.
- To build on your strategy skills.
- Support from the Board of Trustees providing strategic guidance and hands on support through the charity's working groups.

## **Measures of Success for the Director**

- Increasing core funding in the shorter term and accessing project funding to enable agreed developments in the longer term.
- Improving and developing service delivery in close collaboration with the Counselling Manager to increase reach and effectiveness, within resource constraints.
- Ensuring our equality and diversity strategy, values and commitment to promoting wellbeing remain integral to all our work
- Maintaining budgetary and financial control, without compromising quality.
- Building strong collaborative relationships across the team of staff and trustees, working together to ensure governance processes and policies are up to date and reflect best practice.

## About York Women's Counselling Service

York Women's Counselling Service developed from the counselling provided in a women's aid centre in the early 1980's. It was established as an independent registered charity in 2000. As the demand for counselling grew, so did the number of counsellors. It moved to its current premises at the Centre for Voluntary Services (CVS) Priory Street in 2006 where it remains, expanding to fill 4 counselling rooms and an office/counsellors' rest area.

For twenty three years, York Women's Counselling Service has provided support through its network of qualified volunteer counsellors to women whose needs cannot be met by public health and social services, because of a lack of availability, and who cannot afford private counselling. We have established a reputation as a highly respected and professional voluntary agency in York. The experience of our qualified volunteer counsellors and their commitment and dedication to the women they serve, freely given, results in a counselling service in York which is second to none.

Over the past three years, thanks to the commitment and dedication of its staff team and led by our Trustees, YWCS has been through a period of organisational development. The covid pandemic gave us time to further professionalise our service, to take our operations digital and to underpin them with a full suite of policies and procedures.

YWCS is now in a solid financial position, having broadened its funding streams over the past three years and having achieved our first multi-year grant last year. We employ a Counselling Manager and an Administrative Support Officer and a strong and well-managed team of over twenty volunteer counsellors and a growing community of supporters.

We need now to sustain that success, and deliver our next strategic plan from April 2023 to 2026.

## Our Mission, Vision & Values

**Our mission** is to provide high-quality counselling for women in the York area who are experiencing difficulties as a result of current or past emotional stress and trauma, regardless of their ability to pay, for as long as they need it.

**Our vision** is a city where women who need help have access to quality affordable face-to-face counselling and psychotherapy within weeks, not years, and who are never turned away.

### Our values

In delivering this service and running our organisation, we want all our work to be informed by our core values and by always holding in mind the wellbeing of all of those engaging with YWCS or receiving a service from us.

**Fairness:** Integrity, inclusion and equality are the foundations on which our community is built and continues to grow from.

**Community:** YWCS is a community of women who share a commitment to offering a high-quality counselling service to women within the York community. Community is at the heart of what we do.

**Relevance:** We aim to make everything we do purposeful, meaningful and tailored to the individual needs of our clients, volunteers and staff and our organisation.

**Creativity:** We value the use of imagination, inspiration and inventiveness within our YWCS community to create positive change for women.

**Relationships:** Building transformative relationships with the women who are using our counselling service is at the very core of everything we do.

**Safety:** We are committed to doing all we can to safeguard our clients, colleagues and organisation, promote their health, wellbeing and human rights and protect them from harm, abuse and neglect.

## Equal Opportunities Statement

York Womens' Counselling Service is an organisation run by women for women. The nature of the counselling services we provide means that we comply with the single sex exemptions within the Equality Act 2010. As such, sex is **not** included as a Protected Characteristic for the purpose of this policy.

York Women's Counselling Service is an inclusive and supportive organisation. We welcome all women, including those who identify as cisgender or transgender women, and are committed to ensuring everybody who comes into contact with our organisation is treated fairly and equally, whatever their background or individual circumstances, regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, or sexual orientation (*Protected Characteristics subject to the exemption of sex as above*).

## Our Approach

**Our Counselling Service:** Our programme is designed simply to provide high-quality low-cost counselling in a confidential and safe setting for women who are experiencing difficulties as a result of current or past emotional stress and trauma.

**Run by women for women:** Our service provides professional counselling, done by women, in a confidential and safe setting for women experiencing difficulties, overseen by dedicated trustees who are also women.

Full information on the following aspects of our approach is available on our <https://yorkwomenscounselling.org/our-approach>. It includes:

- A unique mix of short and long term support
- Free to many women
- Quicker access to face-to-face counselling
- Professional Volunteer Counsellors
- Core counselling enhanced by specialisms
- Continuing professional development of counsellors

## Our Structure



## Full Role Description and Person Specification



### **ROLE DESCRIPTION FOR DIRECTOR**

**TITLE:** Director

**SALARY:** £35,280 - £37,500 FTE depending on experience, pro rata for 24 hours per week (based on 37.5 hour contract).

This is a permanent contract.

**REPORTING TO:** Chair of Trustees

**HOURS REQUIRED TO WORK:** Office hours are 9am – 5pm and hours will normally be worked across at least 4 days. Some evening work may be required for volunteer meetings.

**LOCATION:** Hybrid working is available with expectation of office presence on 2 days a week

#### **OBJECTIVE OF THE ROLE:**

This new post for YWCS will provide oversight and leadership across all administrative and operational aspects of the organisation's work.

The Director will ensure that the key resources of the charity – including its funding, finances, data, office resources, communications, and governance processes - are in place and effectively managed so as to enable the organisation to deliver on its core mission and vision.

The Director will work closely and collaboratively with the Counselling Manager, who has responsibility for managing the team of counsellors and the effective delivery of the counselling service, to take forward the goals identified in the new three year strategic plan.

In particular the Director will work to strengthen income streams by securing multi-year grant support and backing from a broadening range of supporters.

Whilst this role description is wide-ranging, there will be opportunities to develop the collaborative working with a number of key expert volunteer consultants who provide pro bono assistance to the charity.

The Trustees will support the Director to work creatively to get the job done, providing strategic guidance and hands on support through the charity's working groups, and support with the recruitment of additional volunteers.



## **KEY INTERNAL & EXTERNAL RELATIONSHIPS:**

Trustees, including Chair; Deputy Chair; Treasurer; Counselling Manager and Volunteer Counsellors; Administrative Support Officer. In addition, other expert volunteers as appropriate; funders; donors and supporters; key stakeholders in the local community.

### **Line Management responsibility**

- The Director will be responsible for the line management, support and leadership of the Counselling Manager and the Administrative Support Officer.
- Support for the Counselling Manager with matters relating to counselling practice and client management will be provided by the Designated Counselling Trustee.

**QUALIFICATIONS & EXPERIENCE:** Proven experience in fundraising, finance and operations management is essential. Education to degree level or equivalent is desirable.

## **ROLE DUTIES AND RESPONSIBILITIES:**

### **Income Generation**

- Lead and develop the Fundraising Working Group to organise and support the work required to fulfil YWCS three year funding plan across the range of income streams.
- Ensure the level of funding income is sufficient to deliver the level of service agreed with Trustees.
- Proactively research funding and fundraising opportunities. Prepare appropriate one-off and regular funding bids to support the work of the organisation, including taking the lead on more complex multi-year funding bids.
- Develop and maintain relationships with funders and ensure all enquiries, administration and reporting to funders are managed in a timely and thorough manner on behalf of the charity.
- Manage the development of other income streams to maximise the returns e.g. subletting income and CPD, in collaboration with Counselling Manager as appropriate.
- Represent the organisation to existing and potential stakeholders and work proactively to identify options and potential partners.

### **Governance**

- Maintain oversight of the operation of the service as a whole including regularly reviewing and agreeing actions on the Strategic Plan and Operations Plan with the Counselling Manager.
- Ensure that all legal and governance requirements are completed and complied with, including the approval of charity's annual report and accounts and the holding of the Annual General Meeting (AGM), in consultation with the Treasurer and Chair.

- Attend Staff-Trustees meetings 4 times a year and, in consultation with the Chair, develop and manage the agenda, and provide full administrative support.
- Report quarterly to the Trustees on all aspects of the organisation's operations: performance against Key Performance Indicators (KPIs), highlighting trends and suggesting remedial actions as appropriate.
- Work with staff and trustees to regularly review YWCS Policies, Procedures and Guidance according to the agreed timetable and ensure they reflect best practice.
- Monitor delivery of relevant training to YWCS staff, counsellors and trustees in relation to our policies and procedures and mandatory training.
- Support the Board in recruiting, interviewing, selecting and inducting all trustees for YWCS and provide the input they need to carry out their duties.

### **Finance**

- Hold responsibility for the day-to-day management of financial operations for the service.
- Support the work of the YWCS Treasurer, including the provision of data and information and collaboration on budgeting and financial planning.
- Undertake monthly reconciliation of bank statement income from all electronic payment sources, cash banking and invoicing for the charity as required.
- Ensure all transactions are accurately recorded and linked on HubSpot and in Quickbooks. Oversee the checking of finance information input by volunteers on a weekly basis.
- Check, monitor and process all volunteer expenses eg supervision claims and staff expenses, within the agreed timeframe, liaising with Treasurer re authorisation.
- Ensure all Human Resources (HR) processes are up-to-date and accurate, including holiday recording and sickness monitoring as required and liaising with salary processing partner.
- Manage gift aid compliance and support YWCS Treasurer in the submission of Gift Aid claims.
- Track and report on expenditure of designated Funds eg Spring Fund.

### **Data Management and Reporting**

- Act as Data Controller for YWCS including maintaining YWCS Customer Relationship Management (CRM) database (called HubSpot), ensuring all aspects of data management comply with current UK GDPR requirements.
- Take responsibility for data protection and security within YWCS premises and online, including password protection, passcodes, keys, and other information access.

- Ensure data accuracy through regular audits and the implementation of a data destruction schedule within agreed timeframes in liaison with the Counselling Manager, who has responsibility for client and counsellor data.
- Develop and deliver the suite of relevant data reports to service quarterly staff-trustees meetings and funder reports and counselling service delivery reports, in collaboration with the Counselling Manager.

#### **Premises and IT resources**

- Manage the organisational premises ensuring that YWCS meets conditions within the landlord's building licensee agreement.
- Ensure that legal compliance is maintained regarding premises and in line with YWCS Health and Safety policy and procedures.
- Ensure the office, counselling rooms, furnishings and equipment meet the needs of the staff and the counselling team.
- Oversee the administration of YWCS counselling rooms, with the Counselling Manager, ensure their efficient use.

#### **Communications**

- Oversee the development and maintenance of the YWCS website, ensuring accurate and engaging content and regular news updates.
- Oversee the development of effective communication channels to raise the profile of YWCS with stakeholders through impactful storytelling in collaboration with staff team, operations volunteers and pro bono expert consultants.
- Ensure YWCS attendance at relevant York network meetings to ensure YWCS involvement in wider service provision and decision-making, in collaboration with the Counselling Manager.

#### **Continuing Professional Development (CPD)**

- Work with the Counselling Manager and CPD Working Group to develop and implement an annual CPD programme both for the YWCS Counsellor Team and the wider counselling community.
- Oversee the administration for internal and external CPD training events and ensure effective marketing and recruitment of delegates for external CPD events in collaboration with the Counselling Manager and Administrative Support Officer.

## Director – Person Specification

E = Essential D = Desirable

Criteria	Standard	E/D	Measured by
<b>Qualifications</b>	Qualified to degree level or equivalent	D	Application form with proof to be provided on request
<b>Experience</b>			
	A minimum of three years' experience of service management	E	Application form/interview
	Writing of high quality and successful funding bids	D	Application form/interview
	Proven line management experience	E	Application form/interview
	Planning and managing organisational budgets.	D	Application form/interview
	Experience of working with and managing volunteers.	D	Application form/interview
	Experience of using accounting processes and packages	D	Application form/interview
	Event management which may include fund-raising or training activities	D	Application form/interview
<b>Skills, knowledge and abilities</b>			
	Demonstrated skills in organisation, planning and administration skills, including attention to detail	E	Application form/interview
	Strong presentation/facilitation skills	E	Application form/interview
	Ability to work flexibly and collaboratively in a small team	E	Application form/interview
	Confident use of databases and CRM systems	E	Application form/interview
	Excellent communication skills both written and spoken	E	Application form/interview
	Excellent interpersonal skills and the ability to create good work partnerships with multiple stakeholders	E	Application form/interview
	Understanding of GDPR regulations and data security best practise.	D	Application form/interview
	Competency in/understanding of multi-dimensional marketing and media	D	Application form/interview
	Knowledge of Health and Safety legislation and ensuring organisational best practice	D	Application form/interview
	Ability to assess and manage risk across the whole charity	D	Application form/interview
	Knowledge of safeguarding legislation and policy and ensuring safe practice by an organisation	D	Application form/interview
	Knowledge of the charity/voluntary sector	D	Application form/interview
<b>Competencies and Behaviours</b>			

Criteria	Standard	E/D	Measured by
	Commitment to equal opportunities policies and practices, and to promoting the values of the organisation	E	Application form/interview
	Commitment to promoting the wellbeing of staff, volunteers and clients involved with the organisation	E	Application form/interview
	Commitment to delivering the highest quality service to our clients	E	Application form/interview
	Ability to proactively assess and improve working practices	E	Application form/interview

### Contact Details and Next Steps

Website: [www.yorkwomenscounselling.org](http://www.yorkwomenscounselling.org)

If this sounds like an opportunity for you and you can bring skills, knowledge and passion, and would enjoy the opportunity of supporting the women we serve, then we would love to hear from you.

For further information and an informal discussion, you are welcome to contact our Chair, Susie Braithwaite, at [susie@yorkwomenscounselling.org](mailto:susie@yorkwomenscounselling.org)

### How To Apply

Please send:

Your full CV and a letter of application including

- Your reasons for applying
- An outline of what you will bring to the role: your skillset, experience and personal qualities

via email to Susie Braithwaite Chair of Trustees [susie@yorkwomenscounselling.org](mailto:susie@yorkwomenscounselling.org)

**Closing date: Friday 9 June 2023 5pm**

**Please note: Interviews are scheduled for Monday 19 June 2023**

At our offices at York CVS, 15 Priory Street, York YO1 6ET