



## RECRUITMENT PACK

## CHIEF EXECUTIVE OFFICER (CEO)

**OCTOBER 2026**

**Registered Charity Number: 1142414**

## Join Age Well East as Our New Chief Executive Officer (CEO)

Thank you for your interest in joining Age Well East and becoming our next CEO.

Our services make a life changing difference to thousands of older people across Essex. You will play a critical role in ensuring we can reach and impact more older people across Essex and across the East of England.

If you are an inspiring, ambitious and values-driven leader with a passion for supporting people in later life then we would love to hear from you.

We are seeking an exceptional Chief Executive Officer to lead our organisation into its next phase of growth and impact. This is an exciting opportunity to join a respected Essex charity that has been empowering people to age well for more than 75 years.

As CEO, you will work alongside a committed Board of Trustees, a highly experienced leadership team, dedicated staff team, and passionate volunteers to deliver life-changing services that tackle loneliness, improve wellbeing, support people living with dementia, and provide practical advice and information to older people across Essex.

With an increasing ageing population and growing demand for our services, you will provide strategic leadership, develop and strengthen partnerships, secure sustainable income streams, and ensure the charity continues to make a meaningful difference to the lives of thousands of people each year.

In this role you will further our reach and impact by

- Leading the development and delivery of the organisation's strategic vision and business plan
- Building strong relationships with funders, commissioners, partners and stakeholders.
- Championing the needs and aspirations of older people throughout Essex.
- Inspiring and developing a high-performing team of staff and volunteers.
- Strengthening organisational resilience and financial sustainability.
- Enhance the profile and reputation of Age Well East across the communities we serve.

This position offers the opportunity to lead an established and ambitious charity that places people at the heart of everything it does.

Thank you for considering Age Well East as the next step in your leadership journey.



**Nicky Blair**  
Interim Chair Age Well East

## Key Information

|                  |                                                                                                                                            |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Job Title</b> | <b>Chief Executive Officer</b>                                                                                                             |
| <b>Location</b>  | Currently home-based with option to work from our Clacton Office; with travel across the county as required.                               |
| <b>Hours</b>     | Full time - 37.5 hours per week. Some out-of-hours work in support of board meetings, networking, and fundraising events will be required. |
| <b>Contract</b>  | Permanent                                                                                                                                  |
| <b>Salary</b>    | £58,000 to £62,000 per annum depending on experience                                                                                       |
| <b>Holidays</b>  | 25 days plus a birthday holiday day. Plus a 3-day closure between Christmas and New Year.                                                  |
| <b>Pension</b>   | Enhanced Pension Contributions at 5% company contribution                                                                                  |

## The Opportunity

Key priorities for the incoming CEO:

- Embed the new leadership structure with the leadership team creating a “one team” culture
- Refine and build on the existing strategy and business plan to develop a business plan with timelines to meet the strategic priorities of the strategy to 2029
- Explore merger opportunities in Essex and beyond
- Successful set up, launch and delivery of new services and projects with KPI for the Board
- A new strategic income generation strategy and plan to grow and diversify income.
- Achieve the AQS quality standards
- Strengthen relationships with commissioners and partners.
- Expanding our impact across Essex and Suffolk.
- Build organisational resilience.
- Support and develop our talented staff and volunteer team.

## About Age Well East



### Our Mission

At Age Well East, we believe everyone deserves to age well.

Our mission is to support and empower people, to be the go-to place for people to feel connected, informed, and included as they grow older. We provide practical advice and information, connect communities through friendship and support, and help people navigate the emotional, physical and practical challenges that can arise as they age.

### Our Impact

Essex is home to an estimated 320,000 people aged 65 and over, and nearly 20,000 people are living with dementia. The need for high-quality support services has never been greater.

Last year, Age Well East supported more than 4,000 people across Essex through a range of free-to-access services designed to improve wellbeing, reduce isolation and help individuals maintain their independence.

### What We Do

Age Well East provides a broad range of community-based services including:

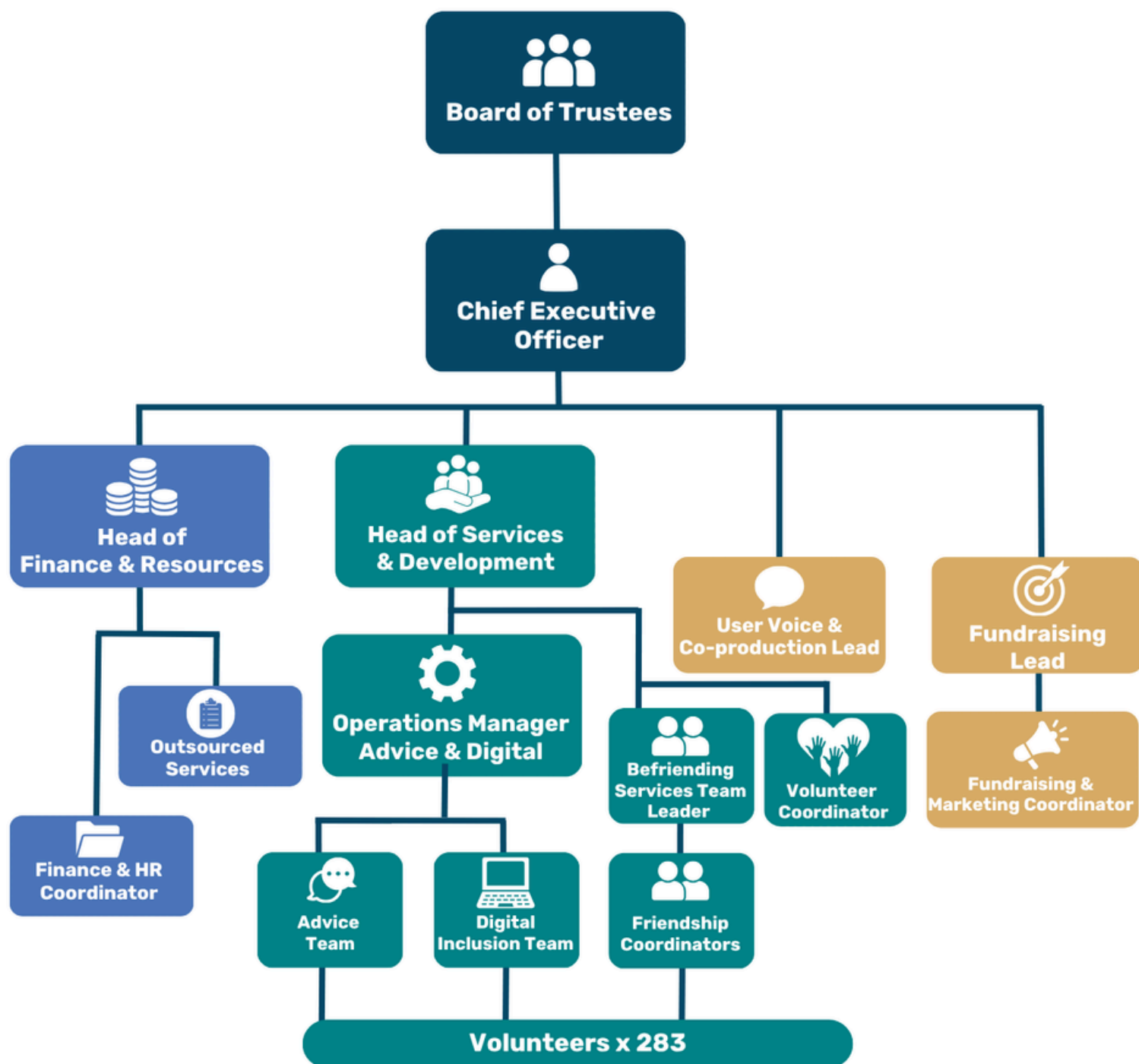
- Advice and information
- Welfare benefits support
- Befriending services
- Digital inclusion services
- Community clubs and social activities
- Assistance with Attendance Allowance applications
- Support with Blue Badge and Hidden Disabilities applications
- Signposting services

Through these services we help people remain independent, connected and empowered throughout later life.

### Our Team

Governance is overseen by our board of six trustees who have a breadth of experience drawn from diverse backgrounds including health, charity, and private sector business. The CEO will be responsible for all our employees and volunteers, being our entire operational team who fulfil our services, reporting regularly to the board in relation to agreed plans.

This team comprises 31 employees and over 270 volunteers delivering a diverse portfolio of services that support older people across Essex through a combination of commissioned, grant-funded and community-led activity. Most staff are home-based/remote workers living across Essex.



## Our Values

♡ Excellence    ♡ Trust    ♡ Community

## Challenges and Opportunities



### Key Challenges

- **Financial Sustainability** – Ensuring long-term financial resilience in a competitive funding environment, reducing reliance on grants and contracts, and strengthening reserves and unrestricted income.
- **Growing Demand** – Responding to increasing need driven by an ageing population, rising levels of loneliness, health inequalities, and cost-of-living pressures.
- **Workforce and Volunteer Capacity** – Recruiting, retaining, and developing talented staff and volunteers while maintaining a positive and sustainable organisational culture.
- **Raising Organisational Profile** – Enhancing visibility and influence with commissioners, health and care partners, funders, local communities and supporters across Essex.
- **Demonstrating Impact and Innovation** – Balancing high-quality, person-centred services with increasing expectations around data, outcomes measurement and digital transformation.

### Key Opportunities

- **Building on Strong Foundations** – Leading an established charity with a long history, strong local relationships, and an excellent reputation for supporting older people.
- **Shaping the Future of Ageing Well in Essex and Suffolk** – Positioning Age Well East as a leading voice on healthy ageing, loneliness prevention, and community wellbeing.
- **Expanding Strategic Partnerships** – Strengthening collaboration with the NHS, local authorities, community organisations, businesses and funders to increase impact and reach.
- **Growing Income and Supporter Engagement** – Developing new fundraising, corporate partnership and community engagement opportunities to diversify income and strengthen sustainability.
- **Driving Service Development and Innovation** – Expanding preventative and community-based services that help people remain independent, connected and well for longer.
- **Financial Stability Creating Capacity for Growth** – With the organisation currently operating from a stable financial position, the incoming CEO will have a rare opportunity to focus on the future rather than immediate financial recovery. This provides scope to develop a more ambitious income generation strategy, diversify funding streams, grow reserves, invest in innovation and increase the reach and impact of Age Well East's services.

## Job Description: Chief Executive Officer



**Line managed by:** Chair of Trustees

**Reporting to:** Board of Trustees

**Directly responsible for:** Head of Finance and Resources, Head of Services and Development, Fundraising Lead, User Voice/ Co-production Lead

### Role Purpose

- To lead the delivery of the charity's strategy and annual business plan, as approved by the Board of Trustees.
- To provide inspirational leadership to staff and volunteers, fostering a positive, high-performing culture that supports the delivery of Age Well East's mission.
- To increase the organisation's reach, influence and impact across Essex and surrounding counties in the East, through effective partnership working, advocacy and stakeholder engagement.
- To enhance the profile and reputation of Age Well East among service users, partners, funders, commissioners and local communities.
- To ensure the charity delivers high-quality, accessible services that support and empower older people to age well.
- To strengthen the organisation's sustainability through effective income generation, fundraising, business development and financial stewardship.
- To ensure the organisation operates effectively, responsibly and in compliance with all governance, regulatory and legal requirements.

### Strategy and Service Delivery

- Lead the delivery of the charity's strategic objectives and annual business plan.
- Ensure high-quality, person-centred services that meet the evolving needs of older people and their communities.
- Monitor organisational performance, impact and outcomes, driving continuous improvement and innovation.
- Ensure services remain accessible, effective, sustainable and aligned with the charity's mission and priorities.

### Leadership and Governance

- Provide inspirational and effective leadership to staff and volunteers, fostering a positive, inclusive and high-performing culture.
- Ensure the organisation's policies, systems and practices are fit for purpose and effectively manage risk.
- Support the Board of Trustees by providing timely, relevant information and recommendations to inform decision-making.
- Work closely with the Chair and Board to maintain high standards of governance and regulatory compliance.
- Uphold the values of Age Well East, promoting equality, diversity, inclusion and the wellbeing of staff, volunteers and service users.

### **Influencing and External Relations**

- Act as a visible ambassador for Age Well East, enhancing the charity's reputation, profile and influence across Essex.
- Build and maintain strong relationships with commissioners, local authorities, NHS partners, funders, voluntary sector organisations and community stakeholders.
- Advocate for the needs of older people and raise awareness of issues affecting later life.
- Represent the organisation at meetings, events, networks and media opportunities, including acting as a spokesperson when required.
- Develop strategic partnerships that enhance service delivery, influence and organisational sustainability.

### **Funding, Income Generation and Finance**

- Lead the implementation of the charity's income generation strategy, securing funding from grants, contracts, trusts, fundraising activities and other income streams.
- Oversee the preparation of funding applications, grant monitoring and impact reporting.
- Build and maintain relationships with funders, commissioners, donors and supporters.
- Work with the Board and Treasurer to develop and monitor annual budgets and longer-term financial plans.
- Ensure effective financial management, controls and reporting across the organisation.
- Ensure the timely preparation and submission of statutory accounts, annual reports and regulatory returns, including Gift Aid claims where applicable.

### **People Leadership**

- Lead and develop direct reports and the wider staff and volunteer team in accordance with employment legislation, organisational policies and best practice.
- Foster a culture of engagement, accountability, learning and continuous improvement.
- Support the recruitment, retention, development and recognition of staff and volunteers.
- Ensure organisational resources are effectively planned and deployed to meet service demand and strategic priorities.
- Promote knowledge-sharing, collaboration and professional development across the organisation.

### **Foster key relationships**

- Volunteers
- Staff
- Trustees
- Service Users
- NHS and Local Authority Commissioners
- Funders and donors
- Other partner and community organisations
- Local media

### **Other**

All such other duties as may be required from time to time commensurate with the level of the post.

## Person Specification

## Experience and Skills

### Essential

- More than 5 years experience in a senior leadership role, with responsibility for organisational strategy, operational delivery and performance, within the charity, health, social care or community sector
- Demonstrable track record of leading organisational growth, change or service development, developing and implementing strategic and operational plans
- Proven ability to generate income including through fundraising, grant funding, contracts, commissioning and partnership development.
- Experience of analysing and reaching conclusions on complex numerical information, including accounts, business plans and budgets. Experience of working with, supporting and reporting to a Board of Trustees or equivalent governance body.
- Proven ability to develop effective partnerships and influence a wide range of stakeholders, including commissioners, local authorities, NHS partners and voluntary sector organisations
- Experience of leading, motivating and developing high-performing teams.

### Knowledge

- Understanding of the opportunities and challenges affecting older people, including loneliness, dementia, mental wellbeing, caring responsibilities, poverty and maintaining independence in later life, and the policy context
- Knowledge of charity governance, regulatory requirements and best practice, including safeguarding, data protection, health and safety and financial oversight.

### Personal Qualities

- Highly collaborative, inspiring, authentic and credible leader who can unite people around a shared vision.
- Resilient, adaptable and comfortable leading through change and uncertainty.
- Self-motivated, well organised and able to work autonomously while maintaining accountability.

## Appointment process



### How to apply

Send your CV, with a covering letter explaining how your experience meets each of the criteria in the person specification and your interest in becoming the CEO of Age Well East to Sophie Ede via email at [sophie.ede@agewelleast.org.uk](mailto:sophie.ede@agewelleast.org.uk) by 9am, Thursday 22nd October. Your CV and covering letter should be no more than 3 pages A4 each.

We kindly ask that you don't rely on AI tools for your application answers. We want to see your own unique voice and writing skills. We want your application to stand out from the rest and showcase your own strengths.

### Timeline

**Applications close:** 9am Thursday 22nd October

**First stage interview online:** Wednesday 28th and/or Thursday 29th October

**Final interview in person:** Wednesday 4th and/or Friday 6th November

### Equality

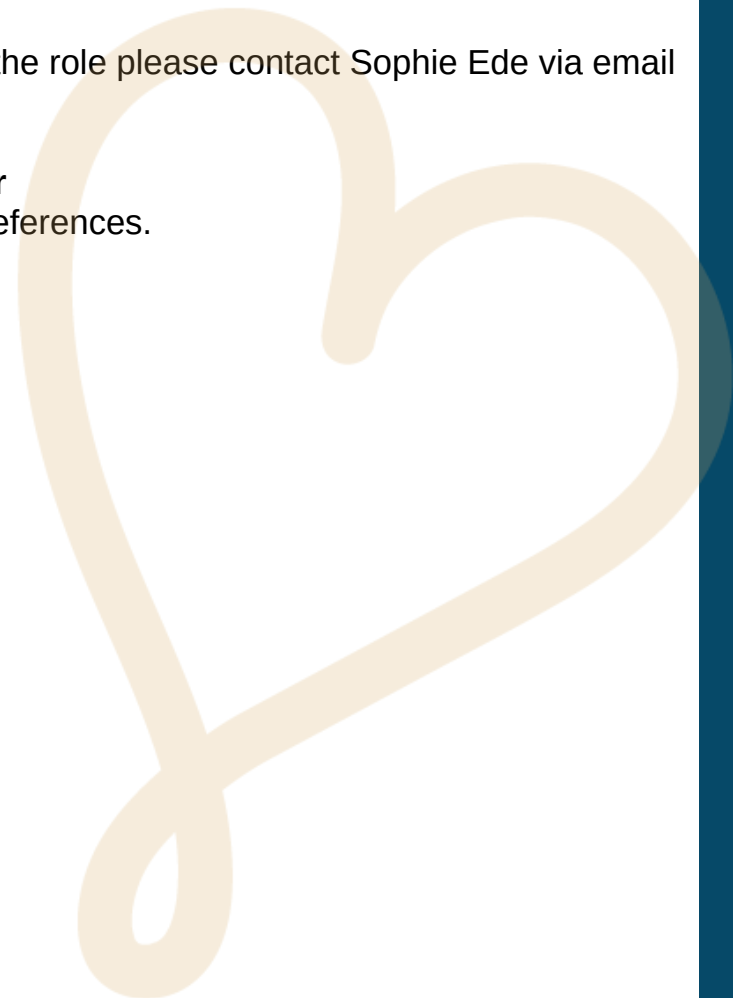
Age Well East is an equal opportunities employer and operates an Equality, Diversity and Inclusion policy. All those invited to interview will have the opportunity to discuss any reasonable adjustments required for their interview(-s).

### Further information

If you would like an informal conversation about the role please contact Sophie Ede via email at [sophie.ede@agewelleast.org.uk](mailto:sophie.ede@agewelleast.org.uk)

### Critical requirements accompanying any offer

- Two satisfactory employment and personal references.
- Pass DBS checks satisfactorily.
- Full UK driving licence.





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