

Greensleeves Care Chief Executive

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Welcome

Dear Applicant,

Thank you for your interest in the role of Chief Executive at Greensleeves Homes Trust (operating as Greensleeves Care).

Greensleeves Care is a forward-thinking and growing social care charity, committed to meeting the evolving needs of older people. We provide residential, dementia, and nursing care to over 1,000 adults across England. Our vision is to be at the forefront of the care sector, ensuring the highest quality of life for those we serve.

Our strategic plan for the next three years focuses on four key priorities:

- Position our care homes as **inclusive, connected care communities** within their local areas, fostering equity, diversity and inclusion (EDI).
- Embed a culture of **continuous quality improvement and innovation**, leveraging **digital technologies** to enhance care delivery.
- Continue to **enhance the quality of care** and ensure all homes contribute positively to our mission.
- Maintain a sustainable business model that ensures **financial health while being an eco-conscious organisation** striving for Net Zero.

We are at a pivotal moment in our journey, with the departure of our current Chief Executive in February 2025 after a decade of impactful leadership. This transition, alongside the appointment of a new Chair of the Board of Trustees in May 2025, represents an exciting opportunity to shape the future of Greensleeves Care.

We are seeking a dynamic and visionary Chief Executive to lead the organisation into this next phase, delivering on our strategic plan with ambition, drive, and a commitment to our values. This is an exceptional opportunity to lead a purpose-driven organisation that is making a tangible difference in the lives of older people, while offering professional growth and the chance to leave a lasting legacy in the care sector.

As an equal opportunities employer, we are committed to fostering a diverse and inclusive environment. We particularly welcome applications from individuals from underrepresented backgrounds and all walks of life.

Thank you again for your interest in joining us on this transformative journey.

Yours sincerely

Dallas Pounds

Chair





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| 1 Arden House (Leamington Spa) | 15 The Manor (Old Windsor) |
| 2 Borovere (Alton) | 16 Mount Ephraim House (Tunbridge Wells) |
| 3 The Briars (Sandown, Isle of Wight) | 17 The Orchards (Ely) |
| 4 Broadlands (Oulton Broad) | 18 Pelsall Hall (Walsall) |
| 5 Buckler's Lodge (Crowthorne) | 19 Queen Elizabeth House (Bromley) |
| 6 Clarendon Lodge (Rickmansworth) | 20 Rose Cottage (Huntingdon) |
| 7 De Lucy House (Diss) | 21 Sharnbrook House (Sharnbrook) |
| 8 Glebelands (Wokingham) | 22 Speirs House (New Malden) |
| 9 Gloucester House (Sevenoaks) | 23 Tickford Abbey (Newport Pagnell) |
| 10 Grosvenor House (St Leonards-on-Sea) | 24 Torkington House (Acton) |
| 11 Harleston House (Lowestoft) | 25 Viera Gray House (Barnes) |
| 12 Henley House (Ipswich) | 26 Whitegates (Hastings) |
| 13 Kingston House (Calne) | 27 The Meadowcroft (Tooting) |
| 14 Lavender Fields (Sevenoaks) | |

Duties and Responsibilities

As Chief Executive, you will provide strategic leadership, ensuring Greensleeves Care achieves its mission to deliver exceptional care, maintain financial sustainability, and uphold its workplace values of respect, openness, and responsibility.

Duties and responsibilities will include:

- Ensure compliance with the constitutional obligations (as defined in the governing documents). Charity law, company law and any other relevant legislation or regulations. Ensure the objectives as defined in the Trust's governing documents are pursued and that the organisation applies its resources exclusively in their pursuance.
- Ensure that the Chair and Board of Trustees receive appropriate and timely information, and advice on all matters relevant to the discharge of their responsibilities including appropriate reports on the progress of the Trust in achieving the agreed strategic direction of the organisation.
- Ensure that the aims and objectives of Greensleeves Care (continued stability, best practice in care provision and planned growth) are achieved through:
 - Working with the Senior Management Team to present policy proposals for consideration and approval by the Chair and Board of Trustees.
 - Developing of an effective strategy plan (including targets and objectives) to be agreed with the Chair and Board of Trustees.
 - Working closely and to maximum effect with residents, their families, social services and other purchasers to maintain an environment focused on the highest care standards and best practice.
 - Working closely with the Senior Management Team to implement agreed strategy with effective planning and cost control.
- Support the Chair in ensuring the continued engagement/ involvement of all the members of the Board of Trustees.
- As appropriate, advise and support the Board of Trustees in its development and future governance issues.
- Represent Greensleeves Care at key external forums to influence sector policy, advocate for the needs of residents, and strengthen the organisation's position as a leader in adult social care.
- Develop, sustain and monitor Greensleeves Care public profile and ensure that the values, strategies, plans and objectives are promoted.
- Ensure long-term financial sustainability by identifying growth opportunities, managing financial risks, and working with the Board to set and monitor financial objectives.



Person Specification

Individuals are sought who have a strong empathy with the Trust's mission, and in particular who have an interest in the care of, and in improving the lives of, older people.

Essential Criteria

- Educated to Degree level or equivalent and Professional management training or qualification.
- Evidence of ongoing professional development.
- Proven experience at Director level providing high quality services to vulnerable people in a highly regulated environment.
- Proven track record of strategic and business planning.
- Proven management skills in delivering services across the UK with demonstrable success in responding to the needs of users across a wide range of cultures.
- Experience of working with Trustees, an Executive Committee or Board to promote good governance.
- Knowledge of the regulatory framework for Charity Governance and developing a culture of good governance.
- An inspirational leader who excels in developing and motivating teams.
- Articulate in writing and speech, including preparing formal papers and speaking at public occasions.
- Professional, comfortable and persuasive in media situations.
- Exceptional diplomatic and influencing skills across a wide range of cultures and specialist functions.
- Credibility at senior level; willingness to think outside the box and be innovative; ability to initiate and manage change.
- IT skills including Word, PowerPoint, Excel, Outlook, SharePoint with an understanding of management information systems.
- Understanding of Data Protection issues and implications for Data Management.
- A confident, authoritative management style able to fully consult at all levels.
- Able to create and convey a clear vision for the Trust and to communicate that vision to a wide range of audiences.
- Able to consult fully in policy and strategy development.
- Able to manage specialist senior staff within an organisation.
- Able to effectively operate with the Chair, Trustee Board and the Senior Management Team.
- Able to build relationships at all levels internally (residents, families, colleagues and volunteers) and with external stakeholders and partners..



Terms of Appointment

Salary	£Competitive
Location	Head Office-based (EC2V) with hybrid working and regular travel to Homes
Hours	35 hours per week

Rewards and Benefits

Pension	Group Personal Pension plan (the Trust will match contributions made by up to 6%)
Annual Leave	33 days (including bank holidays).
Private Healthcare Plan	Private healthcare plan
Voluntary Lifestyle Benefits	Discounts off high-street retailers, supermarkets, attractions and much more
Additional Benefits	Life Assurance Employee Assistance Programme Thrive Wellbeing App

How to apply

To apply for this role, please provide the following documents:

- An up-to-date CV. Please submit a PDF document labelled 'CV' with your name and the role title.
- A supporting statement. Please submit a PDF document (maximum two pages) that outlines your interest in this particular organisation and role, and your fit against the essential experience criteria set out in the person specification and role description. Please label this document 'Supporting Statement' with your name and the role title.
- A completed diversity monitoring form on the application link.

If you want to know more about the role or selection process, please contact Lucy Kythreotis from our Executive Search partners, Green Park by emailing lucy.kythreotis@green-park.co.uk.

Please submit your application by 11:59pm Sunday 23rd February 2025.

Closing Date	11:59pm Sunday 23rd February 2025
Interviews with Green Park	w/c 10th and 17th March 2025
Informal Conversations	w/c 31st March 2025
Final Interviews	w/c 7th April 2025

Please submit your application with your personal email address to ensure you receive acknowledgement of receipt.

Please note, to ensure confidentiality, applications submitted under a work email address will not receive acknowledgement of receipt.

