



ROTHSAY EDUCATION CENTRE (BEDFORD)LTD

ROTHSAY EDUCATION CENTRE (REC)

Job Description: Chief Officer

Location: Rothsay Gardens, Bedford

Responsible to: The Chairman of the REC

Responsible for: Business Manager, Administrative (communications) officer and, via the Business Manager the Administrative team.

Liaison with: The Board and Directors, staff, tutors and students, external partners, local authority and community partnerships, other educational organisations, lifetime learning providers, Charity Commission, the media, consultants, funders.

Job Purpose

Lead and manage the REC effectively and implement the Charity's strategy.

Develop a high-quality and responsive educational and social programme to attract an increase in membership.

Build local and sector partnerships to help embed the Centre in the community.

Manage the REC's communication and marketing.

Main responsibilities

Lead and manage the REC effectively by:

- Contributing to strategy development (with the Board)
- Developing the Business Plan, delegating tasks and targets as appropriate
- Ensuring the financial viability of all aspects of the REC (with Finance Director)
- Developing an annual budget (with Finance Director) and delivering it
- Ensuring that the REC operates within appropriate legislation and regulations
- Preparing reports, policies and advice for the Board and committees
- Ensuring the building remains fit for purpose
- Managing and developing all staff, including recruitment and appraisal
- Securing value for money from resources including human, financial and IT
- Maintaining awareness of risks to the REC and responding to those risks in conjunction with the Board of Trustees

- Maintaining, and encouraging all staff to support an atmosphere of friendship, companionship, co-operation and self-help amongst members.

Develop a high-quality and responsive educational and social programme to ensure member satisfaction and retention as well as an increase in membership by:

- Developing the curriculum, setting the annual programme, recruiting tutors and managing their performance
- Developing and maintaining knowledge of the issues surrounding adult education and retirement
- Maintaining knowledge of current best practice in lifelong learning including future online delivery of courses and educational material
- Understanding the needs and interests of existing and potential members from different backgrounds and circumstances

Build local and sector partnerships to help embed the Centre in the community by:

- Developing community partnerships, including outreach, to develop educational and recreational provision
- Liaising with selected stakeholders to maintain awareness of the social benefits of the Centre
- Building relationships with other providers and supporters of lifelong learning and the well-being of adults
- Publicising and promoting the opportunities available at the Centre in line with the marketing strategy
- Awareness of local and national Charity funding opportunities as well as leading on fundraising activities

Lead the Centre's communication and marketing by:

- Developing a marketing strategy that ensures strategic goals are met
- Managing the Administrative (communications) officer
- Developing effective internal and external communications
- Overseeing the website and ensuring it is up-to-date
- Ensuring the production of the REC's course brochures and related web content

August 2024

