



## **Job Advert:**

### **Chief Executive Officer**

**Location** - Home based with national travel

**Salary** - £75k FTE

### **Introduction:**

Founded in 2020 with a clear mission to ensure African, Caribbean, and Asian communities have equitable access to vital water safety education, the award-winning Black Swimming Association (BSA) is leading a transformative movement within the aquatic sector, where we proudly serve as a bridge into communities that have been historically excluded, disenfranchised and invisible in the context of aquatics and water safety. Now, we're looking for a passionate, driven CEO to lead us into our next chapter.

In the UK, swimming and water-based activities have long been cherished for their physical and mental health benefits. However, the reality is that not everyone has equitable access to these opportunities. Historical, social, and economic inequalities, coupled with institutional bias, have resulted in some communities being significantly underrepresented across all aspects of aquatic engagement.

By amplifying the voices and experiences of ethnically diverse and other marginalised communities, we aim to challenge the status quo and dismantle the barriers that prevent individuals from fully participating in and benefiting from aquatics. Importantly, the BSA's work extends beyond swimming pools, encompassing all water-based activities that rely on swimming skills and water safety knowledge. We work to ensure that everyone, regardless of their background, can safely and confidently reap the benefits of water-based activities.

In just five years, the BSA has grown from four cofounders to a small but dedicated team that above all cares about the communities we serve. From commissioning pioneering research and insights; to delivering life-saving water safety programmes across the country, the charity is unapologetically steadfast in its mission to promote water safety and drowning prevention. We're looking for a leader that understands people, fights for equity, and is ready to transition the charity from being a fledgling start up to an established nationally recognised body.

If you're ready to make a difference to communities across the UK and be part of something truly impactful and inspiring, please send your CV and a cover letter outlining why you feel you are the next CEO for the BSA to [ops@thebsa.co.uk](mailto:ops@thebsa.co.uk) .

We will close for applications on Friday 25<sup>th</sup> April, 2025 and will then move into the interview process. All candidates will be contacted following closure of the advertisement but please note we may not be able to provide individual feedback to unsuccessful candidates.

### **Timeframes for recruitment:**

**Applications deadline:** Friday 25<sup>th</sup> April 2025 by 5.00pm

**First stage interviews:** W/C 19<sup>th</sup> May, 2025

**Second stage interviews:** W/C 26<sup>th</sup> May, 2025

**Appointment made** by 2<sup>nd</sup> June, 2025

Don't miss out on this incredible opportunity to be part of a team driving positive change in water safety and aquatic skill development.

# Job Description

## Chief Executive Officer

**Position:** Chief Executive Officer

**Location:** Home based with National Travel

**Reporting to:** The BSA Board of Trustees

**Salary:** £75,000 FTE

**Contract:** Permanent

**Hours per week:** 37.5

### Job purpose:

This role is ideal for a dynamic individual driven by the challenge of new developments and eager to influence innovative programmes aimed at promoting equality, inclusion, and diversity in aquatics. The successful candidate will address barriers to participation and work to eliminate underrepresentation, inequality, and disproportionality. They will lead the organization through significant growth, ensuring financial sustainability, managing organizational expansion, establishing operational processes, and developing strategies for governance and fundraising. Additionally, they will deliver groundbreaking programmes, research, and interventions to foster participation, equality, and inclusion for ethnically diverse communities of African, Caribbean, and Asian heritage in the UK and Ireland.

### Role Competencies

#### Planning Timescales:

- Strategic Direction - Formalising the long-term strategy and direction in conjunction with the Leadership Team and Board to fund expenditure of currently approximately £500k per annum. Setting KPIs and measuring progress.

#### Decision Making:

- Culture, Inclusion & Diversity - Setting and leading by example the values and behaviours of staff members and ensuring these remain highly visible, recognised and embedded in the culture. Staying abreast of staff morale through staff surveys, exit interviews and responding accordingly. Promoting diversity and equality through priorities, policies, and actions.
- Resilient and decisive under pressure, with excellent problem-solving and conflict resolution skills.

#### Impact & Influence:

- Stakeholder Management – effective management of relationships with funders (London Marathon Fund & Sport England) and other key stakeholders / partners.

- Exceptional relationship-building skills, with the ability to engage a wide range of stakeholders, from grassroots organisations to senior government officials.

**Skill Level:**

- Insight and Advocacy - Capturing and understanding the impact of the organisation's work. Making data driven decisions based on insightful data gathered from our communities. Highlighting the role of the BSA Group, advocating on behalf of partners and communities to media and influential stakeholders.
- The ability to inspire colleagues, funders and organisations to collaborate on mutually beneficial partnerships.

**Communication:**

- Governance, Director and Trustee relations - Ensuring a compliance calendar is embedded and adhered to. Meeting regularly (monthly) with the Chair to provide operational updates and other Directors / Trustees as required for specialist issues. Creating the agenda for the Board meetings and ensuring papers contain relevant information.
- Excellent media and public speaking skills, with the ability to position the organisation as a thought leader in its field.

**Budget Management:**

- Financial governance and sustainability - Working with colleagues to oversee financial management and ensure governance compliance. Agreeing and monitoring annual budgets and quarterly forecasts including cash flow and unrestricted reserves. Oversight of finance and audit responsibilities.
- Fundraising and partnerships - Working closely with colleagues to set a fundraising strategy, focusing on creating sustainable funding streams and delivery plans which support organisational growth, long term success and EDI strategy. Agreeing the funding proposition and commercial terms. Keeping a strong personal network of funders at senior (CEO) level and leading on relevant funding bids.

**Lead & Develop:**

- Effective line management of the Leadership Team (Head of Programmes, Head of Research & Evaluation and Operations Lead). Making ongoing choices on resourcing / capability to drive the organisation forward through a period of growth.

- Inspirational, dynamic, and adaptable leader with a strong sense of purpose and integrity.

### **Operating Parameters:**

- Operational Oversight - Ensuring staff are clear on delivery goals, strategy and expectations. Monitoring the needs of our delivery stakeholders – members, partners and volunteers to ensure the organisation's offering is relevant.
- To become involved in other ad hoc tasks as required.

### **Essential Job Criteria:**

- A successful leadership track record at senior level with the not for profit or commercial sector
- Experience of managing a P&L account, demonstrating a high degree of financial literacy across charity and CIC's
- Experience in generating income from multiple sources, ideally spanning commercial, public and voluntary sectors
- Experience managing diverse teams; able to build cohesion and to successfully recruit and develop top talent
- Experience of managing operations or services of similar scale and complexity
- Experience in driving performance and achieving outcomes
- Experience in managing organisational change and growth at a senior level
- Evidence of demonstrating best practice and taking action to promote diversity and inclusion
- Evidence of the ability to develop and sustain productive partnerships and collaborations
- Personal experience of charitable and CIC work, volunteering and / or involvement in the community
- Experience of managing teams remotely

**Safeguarding** - We are committed to safeguarding and protecting children and young people (CYP) and at-risk Adults (ARA). Our expectation is that you will fully accept your responsibility for the safety and welfare of all CYP and ARA by being fully conversant with all our safeguarding policies and reporting anything that does not appear to be correct. The post may be subject to an enhanced DBS check and yearly self-declarations.

**Equality & Diversity – must be able to demonstrate** that equality, diversity and inclusion will be maintained and developed across all programmes and areas of the business.

