Job Description

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Be #AmazingatAvante

Chief Executive Officer

Job Description

Position	**Chief Executive Officer (CEO)**
Reporting to	**Chair of Trustees**
Responsible for	**Executive Team**

Job Context	Avante Care & Support has 1200+ employees and provides residential and domiciliary care services to 1000+ residents and service users in London and Kent.
Job Location	This role will be based in Faversham with travel to all Avante services and locations.
Job Purpose	To provide dynamic and credible leadership for Avante Care & Support, driving its charitable mission with integrity, strategic foresight, and operational excellence. The CEO will work in close partnership with, and be accountable to, the Board of Trustees to navigate immediate sector challenges, deliver a compelling long-term strategy, and ensure Avante's sustained impact as a leading provider of high-quality care and support services. This role is pivotal in translating strategic vision into measurable outcomes, upholding the highest standards of service quality and safety, maintaining financial and regulatory resilience, and leading a vibrant, supportive culture where colleagues thrive, and residents and service users experience exceptional care. The CEO will be responsible to the Board and be Avante's most senior ambassador, championing its mission, vision, values and objectives internally and externally.
Accountability Statement	The Board's expectation is that the postholder will ensure successful performance services, strengthen commissioner confidence, improve organisational performance, create alignment across Avante and establish the foundations for sustainable growth whilst ensuring the highest standards of care, safety and governance.

Main Responsibilities:

The CEO is accountable to the Board for leading Avante and delivering its strategy within the authority delegated of the Board. In doing so, the CEO will:

Strategic Leadership & Vision:

- Lead the development and execution of robust strategies to address immediate sector pressures, including inflationary cost pressures, and evolving regulatory landscapes, ensuring stability and resilience.
- Work collaboratively with the Board to implement an ambitious, sustainable, and forward-looking strategy that anticipates future needs in care and ensures Avante's continued relevance and growth.
- Convert strategic objectives into clear, deliverable operational plans, measurable key performance indicators (KPIs), and effective organisational priorities across all service lines and corporate functions.
- Build, develop and lead a high-performing Executive Management Team capable of delivering the organisation's strategic objectives.
- Ensure the organisation remains focused on its charitable purpose whilst balancing operational, quality, workforce, financial and commercial priorities.

Governance, Risk & Compliance:

- Uphold Avante's charitable purpose, values, and legal duties, ensuring all decisions are made within delegated authority and aligned with matters reserved for the Board.
- Maintain and continuously enhance effective governance frameworks, financial controls, and risk management systems, encompassing safeguarding, health and safety, data protection, equality, employment, consumer, and care regulation.
- Ensure compliance with all required statutory and regulatory reporting obligations.
- Establish and oversee processes to ensure that incidents, regulatory breaches, control failures, and emerging risks are identified, thoroughly investigated, promptly notified, and escalated appropriately to the Chair, Board, and relevant authorities.

- Oversee the development and implementation of effective arrangements for business continuity, emergency response, cyber resilience, and organisational recovery, safeguarding Avante's operations against disruption.

Operational Excellence & Service Quality:

- Lead, inspire, and hold the Executive Team accountable for achieving clear objectives, maintaining strong internal controls, and cultivating a high-performing, inclusive, and values-driven culture.
- Be ultimately accountable for the delivery of safe, effective, and continuously improving services, actively shaped by the voices and lived experiences of residents, service users and their families.
- Champion a culture of continuous improvement, utilising evidence-led decision-making and robust data analytics to drive operational efficiencies and elevate service quality across the interconnected whole of Avante's operations.

Reputation and Growth:

- Lead initiatives that strengthen Avante's reputation as a trusted provider of high-quality care and support services.
- Develop and implement strategies to enhance market position and organisational sustainability.
- Identify opportunities for service development, acquisition, partnership or expansion where these align with organisational purpose and capability.
- Ensure growth opportunities are underpinned by strong governance, operational readiness and financial viability.
- Position Avante as an employer of choice and a recognised leader within the care sector.

People & Culture:

- Champion equality, diversity, and inclusion at all levels of the organisation; model Avante's core values and leadership behaviour framework; and ensure that leadership development, workforce capability planning, and succession planning actively support Avante's strategic objectives.
- Lead and enable an open, transparent, and accountable culture where concerns can be raised safely, whistleblowers are protected, and lessons derived from complaints, incidents, and failures are proactively used to drive organisational learning and improvement.
- Demonstrate a genuine commitment to developing people, creating psychological safety, and empowering colleagues to take responsibility, learn from experience, and consistently deliver excellent customer outcomes.

Stakeholder Engagement & External Representation:

- Communicate clearly, credibly, and empathetically with colleagues, service users, residents, families, regulators, commissioners, partners, and the wider public, ensuring that stakeholder insight meaningfully informs decision-making and service improvement.
- Maintain a comprehensive and forward-looking view of the external operating environment, including policy, market, workforce, financial, and regulatory developments, ensuring that the Board and Executive Team fully understand the implications for Avante.
- Build and sustain influential relationships across social care, health, and the wider sector, particularly with commissioners, regulators, funders, and strategic partners, to advance Avante's objectives and protect and enhance its reputation.
- Act as Avante's principal spokesperson, representing the organisation with authority, sound judgment, and consistency, and responding effectively and sensitively to significant or challenging issues.

Board Partnership & Support:

- Ensure the Board is provided with timely, accurate, and balanced information, including clear options, risks, and recommendations, enabling Trustees to effectively discharge their legal and fiduciary duties.
- Work closely with the Chair to support effective governance practices, diligent Board and committee planning, ongoing Trustee and EMT development, seamless implementation of Board decisions, and a constructive, sharing and trusting Board-Executive relationship.
- Declare and rigorously manage actual or potential conflicts of interest, ensuring that all decisions are properly authorised, comprehensively documented, and effectively implemented.

Major Job Contacts:

Internal: Chair and Trustees; Executive Team; senior leaders and managers; colleagues across all Care Homes, Domiciliary Care, and corporate support functions and any recognised colleague representatives.

External: Service users, residents, and their families; commissioners (e.g., Local Authorities, NHS); regulatory and statutory bodies (e.g., CQC, Charity Commission); local and national government; funders and professional advisers; sector representative bodies (e.g., National Care Forum, LaingBusson, Skills for Care); strategic partners; and chief executives and senior leaders from comparable organisations.

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Please note: *From time to time your manager may ask you to undertake reasonable tasks not stated within this role profile but commensurate with your position. Avante Care & Support also reserves the right to review and update this profile to reflect the changing needs of the job. However, any significant changes will be discussed in consultation with you.*

Person Specification

	Essential	Desirable
Qualifications	• A relevant professional L7 qualification (e.g. in management, health, social care, finance, business etc.) • A leadership and management qualification.	
Experience	• Substantial strategic and executive leadership experience as a Chief Executive Officer, Managing Director or Executive Director in an organisation of comparable scale, complexity, and public accountability, with responsibility for significant services, budgets, and multidisciplinary teams. • Senior leadership experience in social care, health, community services, or another highly regulated, customer-focused environment. • A successful track record of leading, developing, and holding to account high-performing multidisciplinary senior teams, fostering a culture of accountability and excellence. • Experience overseeing services across multiple locations and disciplines. • Evidence of successfully leading strategic and organisational change, including transformation, turnaround, service improvement, and culture change in a complex and evolving operating environment. • A strong record of working effectively with a Board, supporting sound governance practices, and building trusted relationships with regulators, commissioners, funders, and strategic partners. • Experience managing challenging commissioner relationships. • Experience of successfully managing and integrating significant acquisitions.	• Experience of successfully leading multi-site social care environments.
Skills/ Competencies	• Excellent leadership and management skills, with the ability to inspire and motivate services and teams towards a common goal. • Strong financial and commercial acumen, with the ability to interpret complex financial and performance information, make sound investment and resource-allocation decisions, and balance opportunity, risk, and long-term sustainability. • Excellent written and oral communication skills, including the ability to present complex or sensitive matters clearly, concisely, and persuasively to Boards, regulators, partners, colleagues, and the public. • Good political awareness with highly developed influencing, negotiation, and stakeholder-management skills, coupled with the judgment to build consensus while taking clear and timely decisions. • A proven record of translating strategy into measurable results, consistently delivering to agreed quality, time, and financial expectations, and taking proactive corrective action when performance deviates from targets. • Proficiency in using technology to support care quality and innovation initiatives. • Excellent data-driven approach and analytical skills with the ability to analyse and interpret statutory and policy frameworks and implement services which are compliant and fit with the wider organisational strategy. • Ability to produce effective reports and present information to diverse audiences	

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Knowledge	• A good understanding of the UK social care landscape including regulations, funding mechanisms, risks and opportunities. • A good knowledge and understanding of charity governance and regulation. • A good knowledge and understanding of dementia and person-centred care. • A strong understanding of systems thinking, continuous improvement methodologies, and evidence-led decision-making, with the ability to consider the organisation and its services as an interconnected whole. • A sound understanding of leadership and management approaches.	
Qualities	• Visible, values-led, supportive and inclusive leadership style, possessing the credibility to effectively guide people through periods of change, growth, and challenge. • Energy, ambition, intellectual curiosity, and sound business judgment, combined with an unwavering commitment to Avante's charitable purpose and the wellbeing of those it serves. • Personal authority and unquestionable integrity, with the ability to quickly establish trust and respect while remaining open, accessible, and accountable to all stakeholders. • A collaborative approach and the emotional intelligence to quickly build effective relationships and confidence with trustees, regulators, commissioners and employees, actively listen and capable of bringing people together behind a common purpose • A balanced approach to mission, quality and commercial sustainability. • Courageous and able to make difficult decisions and hold leaders accountable. • Resilient and comfortable operating in a challenging and highly scrutinised environment. • Personal suitability to lead an organisation providing regulated services, subject to appropriate eligibility, identity, right-to-work, comprehensive reference, social media checks and any role-relevant safeguarding checks (e.g., enhanced DBS). • Commitment to Avante and a willingness to devote the necessary time and effort including visiting Avante services as required.	

Please note: This is an essential car user position.

Continuing Professional Development

Requirement	Example
Participation in relevant external networks and events	National Care Forum, Skills for Care, LaingBusson
Partnership with relevant academia, think-tank or research institute	King's Fund