



Title of Post	Chief Executive Officer
Salary	£45,000 - £50,000 (based on 4 days per week)
Responsible to	Board of Trustees through the Chair
Location	Rye Hospital
Annual Turnover	£680,000
Staff	4 full-time and 4 part-time

Rye, Winchelsea and District Memorial Hospital Ltd is a charity that traces its history back to 1921 when the original Community Hospital was built after the First WW. In 1984 the hospital was closed by the NHS after the opening of the Conquest District General Hospital in St Leonards. A new hospital was built and opened in 1994 after intense campaigning and fund raising in the local community. The NHS has returned as a committed tenant of the charity to provide Intermediate Care. Through acquisition and ground leasing a 7500 patient GP practice was built and opened in 2010; a 55 unit extra care facility was refurbished and modernised in 2015 and a 5500 sq ft Wellbeing Centre built by the charity in 2020. The final development of the 60 bed Care Home starts at the end of this year. In all this provides an exceptional range of facilities within the charity's freehold (known as the Memorial Care Centre) for the benefit of Rye and the Rural Rother community.

The hospital and its charity have a strong bond with the community and it now has the resources to broaden its outreach program and deliver a wide range of community health and wellbeing services, identified through its needs analysis and seeks a Chief Executive who can maintain the quality of what we have at the Memorial Care Centre and bring new skills to enhance the services so necessary in the community at a time when public services have become so depleted

Primary Purpose:

The **Chief Executive Officer** will be responsible for the overall strategic direction, operations, and financial sustainability of the organisation, strongly supported by the Board of Trustees that have a wide range of professional skills. Trustees are volunteers that provide advice through periodic Board Meetings and operational committees. This is a unique opportunity to make a significant impact on the healthcare services and community development in a rural setting. The ideal candidate should possess leadership qualities, business acumen, and a strong background experience in health and social care plus a commitment to improving healthcare access and outcomes in this underserved area.



Strategic Leadership Responsibilities:

1. Strategic Planning and Execution:

- Refine and implement the long-term strategic plan that aligns with the organisation's mission, vision, and values.
- Identify and prioritise key objectives, initiatives, and partnerships to enhance healthcare services, community engagement, and overall organisational growth.
- Develop a deep understanding of the health and social inequalities that affect our rural community, monitor regulatory changes, and healthcare advancements to ensure the organisation remains at the forefront of rural health & social care delivery.
- Collect data and demographic information that supports community action.
- Develop and seek ways in which we can support and grow community focused work, social prescribing and non-clinical responses to primary care referrals in line with integrated services expectation. Examine other community connector schemes such as Bromley by Bow and other successful schemes around the country.

2. Financial Management:

- Oversee the financial health and sustainability of the charity, including budgeting, financial forecasting, and revenue generation.
- Develop and implement strategies to optimize revenue streams, control costs, and maximize operational efficiency.
- Establish and maintain strong relationships with funding agencies, government bodies, and other stakeholders to secure financial support and grants.
- Through grant fund raising plan and deliver projects in the community that deliver real gain.

3. Stakeholder Engagement:

- Build and nurture relationships with community members, local organisations, government officials, town, district and county councils, primary care networks the NHS and healthcare professionals to foster collaboration and partnership working and ensure the organisation's responsiveness and adaptability to community needs.
- Serve as a spokesperson and representative, and champion of the organisation in the community, establishing and maintaining a positive and influential presence on behalf of the rural community we serve.
- Develop and execute a plan to deliver a wide range of outreach services.

4. Operational Leadership:

- Work closely with the Board to refine its strategic direction and develop reporting mechanisms to keep them assured that its mission is being maintained.
- Provide leadership and strategic guidance to the management team, ensuring effective implementation of organisational goals and objectives.
- Provide training and professional development opportunities to improve the skills and effectiveness of the staff team and volunteers.
- Create a positive and inclusive work culture that encourages open communication, collaboration, and recognition of employees' efforts.
- Set clear performance expectations and goals for each employee, aligning them with the overall organisational objectives.



5. Governance and Compliance:

- The Board has a strong Governance Committee that establishes governance policies, sets performance goals, and monitors compliance with legal, ethical, and regulatory requirements. The Chief Executive will sit on the Committee and work closely with and be accountable for adhering to its quality standards.

6. Marketing and Communications

- Public Relations and Media Relations: Building and maintaining positive relationships with the media and the public is essential for effective communication.
- Develop and implement a marketing and communications strategy aligned with the hospital and community hub's mission and objectives.
- Ensure consistent branding and messaging across all communication channels to establish a strong and recognizable identity.