



**CUEDSPEECH**  
makes spoken language visible for  
deaf babies, children and adults

22nd February 2017

Dear Candidate

Thank you for your enquiry regarding the appointment of Executive Director, Cued Speech Association UK (CSAUK).

We are looking for a dynamic new leader for our national charity as our current Executive Director retires.

The Executive Director will continue and further develop the work of the charity which aims to transform the opportunities for deaf children to learn spoken language.

Cued Speech is a unique, ground-breaking way to help deaf children and adults to quickly understand their native language so that they can integrate into family life, school and wider society. It was developed 50 years ago, and there is now a substantial body of research which demonstrates its effectiveness. It is a simple system which clarifies lip-reading for deaf babies, children and adults. It has transformed the lives of many deaf children and has the potential to change, not just individual lives, but the whole environment in which deaf children live and are educated.

This charity, Cued Speech Association UK (CASUK), provides information and training in Cued Speech. We have enthusiastic, skilled and dedicated members of staff and volunteers.

The Executive Director will lead CASUK and spearhead our 3-year project, starting in spring 2017, which aims to transform the opportunities and support for families with deaf children aged 0-3, whilst revolutionising the expectations of professionals working with deaf children.

The successful candidate will possess the necessary promotional and financial skills to build on our success and ensure the sustainability of our national charity. The Executive Director will need to be an inspirational leader and an excellent communicator and passionate about the opportunity to dramatically improve the lives of deaf children.

Tim Hailstone  
Chair

## Job Description - Executive Director

### Overall purpose

The Executive Director works with Trustees and advisors to develop and advise on overall strategy and to ensure that sufficient funds are obtained from earned income, donations and grants. S/he will be an inspirational leader and will ensure the effective delivery of the charity's work. As an effective communicator, the Executive Director is the key spokesperson for the Charity in communications with major funders, the government and other organisations.

#### Job outline

**Post Title:** Cued Speech Association UK Executive Director

**Hours:** 0.8 Full Time Equivalent (FTE). This may be negotiable.

**Salary:** up to £36,000 (£45,000 FTE) for the right candidate

**Annual Leave:** 24 days (30 days FTE) per annum plus paid bank holidays.

**Pension:** The charity will contribute 6% to a suitable pension.

**Location:** Negotiable. The administration offices are in south west England (south Devon)

**Travel:** UK-wide travel, and occasional weekend working.

**Contract:** Permanent, initial six month probation, reporting to the Chairman of the Trustees.

### Over-arching responsibilities :

To meet the needs of those who could benefit from Cued Speech:

- giving strategic direction and leadership to ensure long term sustainability and optimum development of the charity
- working with others to promote Cued Speech, to promote the right of deaf children to understand and use English regardless of their hearing status, and to promote an environment in which Cued Speech-using deaf children can flourish.
- ensuring delivery of effective training in Cued Speech
- securing funds and efficient financial management
- ensuring efficient and effective management and administration.

The outgoing Executive Director will be available for a hand-over period of three months.

## **Key responsibilities:**

### **Strategic direction and leadership**

The Executive Director is responsible to the Trustees, who meet quarterly. S/he attends and reports to Trustees meetings, keeping Trustees fully informed of progress and internal and external issues which may affect the charity.

A new Experts Advocacy Group is being established to widen the charity's expertise on Cued Speech and broader deaf issues. It will report to the main Trustee body. The Executive Director will be a member of the Group which will also include some CSAUK Trustees.

Independently, or with the Experts Advocacy Group, the Executive Director will assess the need for ongoing and new work streams and will submit proposals to the Trustees which further the charity's aims. S/he will oversee the review, development and implementation of strategic business planning through a coordinated and consultative approach.

The Executive Director will lead an inspirational organisational culture which values staff contributions and encourages best practice, and which keeps the need of beneficiaries at the core of all work.

### **Promotion of Cued Speech**

**The Executive Director is responsible for:**

**building a stronger charity identity to further the aims of our Charity to promoting and inform about:**

- Cued Speech
- most effective uses of Cued Speech
- range of Cued Speech uses with babies, toddlers, older children, to support hearing technologies and bilingually with BSL etc.

by:

**working with relevant national organisations / government / key decision-makers.**

The Executive Director is the key spokesperson for the charity. Able to persuasively engage with and, where appropriate, work in collaboration with:

- Government Departments
- Heads of Service for the hearing-impaired,
- organisations working with deaf children and adults

to

- promote the understanding of Cued Speech, its use, and its applications
- help frame relevant national policies which promote improved outcomes for deaf children.

**generating publicity.** Overseeing and contributing to the creation of publicity (including adverts, information and quarterly newsletter) in various formats; printed, on-line, website, social networks, video etc, including making use of national and international research as appropriate.

**keeping up-to-date with:**

- national and international Cued Speech use
- published and ongoing research relating to Cued Speech
- general national and international research and practice in deaf education in order to set Cued Speech use and research in context
- national regulations and practices concerning the education and care of deaf children
- the work and publications of other charities for deaf children

in order to set Cued Speech, and the work of the charity, in context.

## **Training in Cued Speech**

### **The Executive Director will ensure:**

- the timely and effective delivery of training.
- accurate records are kept of the results of training, including where possible, monitoring the linguistic development of deaf children with whom Cued Speech is used.
- the effective marketing, development and use of the e-learning website and other technology for student /tutor support
- appropriate teaching materials are available, maintained and developed
- a suitably skilled and qualified team of tutors is available
- effective and efficient monitoring of tutors' work
- adherence to the Trustees policy for Cued Speech examinations.

## **Securing funds and efficient financial management**

### **The Executive Director will ensure:**

- efficient financial administration, including correspondence with the Charity Commission for England and Wales and Companies House.
- expenditure is kept within the limits agreed with the Trustees
- bookkeeping and accounting procedures are followed
- that the Trustees are provided with comprehensive, regular reports on the revenues and expenditure of the organisation
- effective risk control and insurances
- adequate funding is secured for the requirements of the organisation, through a) effective planning, research, creation and reporting of fundraising bids and b) maximising earned income.

## **Management and administration**

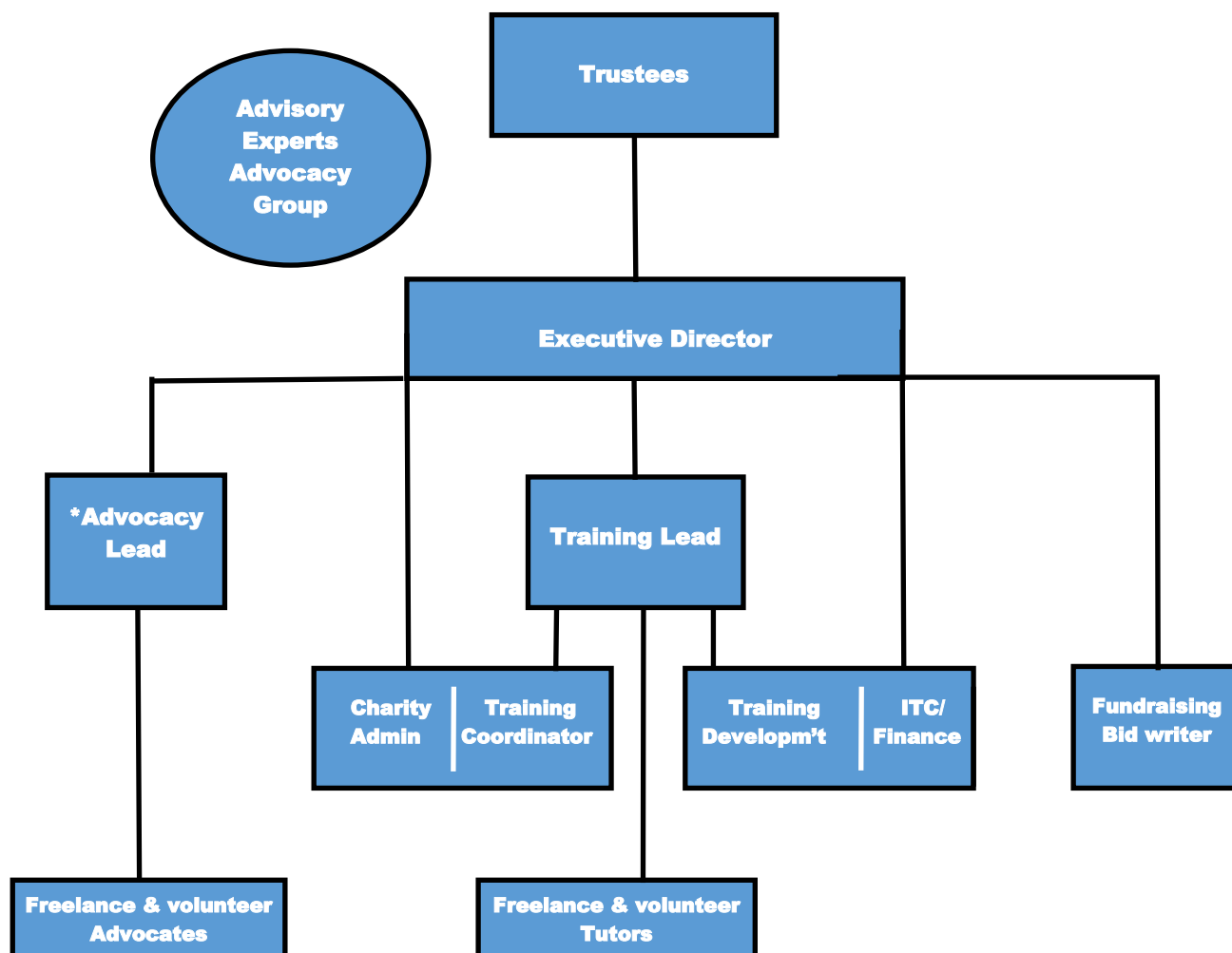
### **The Executive Director has overall responsibility for:**

- the operation of the organisation, maintaining and improving quality
- the planning, implementation, execution and evaluation of special projects
- compliance with all legal requirements and the policies of the charity, including Data Protection, Safeguarding, Disclosure and Barring Service, Health & Safety, Fire and First Aid, with regular reviews as appropriate
- personnel files of all staff, clients, donors and volunteers are securely stored and confidentiality is maintained
- human resources, including recruitment, performance management, safeguarding adherence, and staff training.

### **S/he will ensure:**

- that information sources are monitored for updates on policy, governance, legal and other issues which may affect operation of the Cued Speech Association UK.
- the effective development and maintenance of website, and external and internal software
- the effective and efficient administration of the Experts Advocacy Group.
- that appropriate documents, e.g. reports and meeting agendas are produced for Trustees and that meetings are efficiently administered.

## HR and other resources



### HR

The Executive Director will head a team which will consist of five part-time members of staff.

N.B.

Two staff members cover, respectively, Charity Administration & Training Coordination and Training Development & ITC/Finance. They report to either the Training Lead or to the Executive Director for different aspects of their work.

The Training Lead is highly experienced in training delivery, tutor and exam development and presenting about Cued Speech.

Freelance and volunteer tutors deliver much of the training.

\*Advocacy Lead is a new post, yet to be appointed.

### Other resources

The charity has adequate IT hardware and efficient cloud-based systems for accountancy, and to tracking training and its impact. Current charity documents will shortly be moved to a cloud-based service.

## Person Specification

The Trustees are seeking an exceptional candidate with the following skills and experience:

### Skills / attributes / knowledge

#### Essential

- Inspirational leader, committed to Cued Speech, with a non-combative attitude and approach to other modes of communication used with and by deaf people.
- Excellent communication skills – able to use appropriate and effective communication tools when communicating with individuals, groups, government members and officials, and the media or when writing articles on Cued Speech for professional journals and other publications.
- Excellent interpersonal skills to effectively lead, manage and motivate the staff team to achieve results that are in the best interest of the organisation.
- Confidence to set up meetings and have on-going dialogue with key stakeholders
- Ability to understand, evaluate and interpret research and be able to pass on this knowledge in an appropriate style to families, the media, educationalists and other professionals.
- Excellent workload planning and prioritising abilities.
- Knowledgeable about the current sector challenges and opportunities relating to the mission of the charity.
- Knowledge of and experienced in human resources management.
- Knowledge of and experienced in fundraising and financial management.
- Knowledge of and experienced in project management.
- Good IT and digital skills.
- An understanding of the educational and health provision for deaf and hearing children and adults in the UK.

#### Desirable

- Experience of working alongside deaf and hearing-impaired people.
- Knowledge of the Deaf community and Deaf culture.

### Qualifications

#### Essential

- Educated to degree standard.
- Be willing to obtain the certificate in Cued Speech Proficiency Level One within 9 months of appointment. Training will be provided, and reasonable adjustments will be made for candidates with a disability.
- A driving licence, and access to a suitable vehicle. Reasonable adjustments will be made for candidates with a disability.

#### Desirable

- A relevant professional qualification such as a Teacher of the Deaf, or a Speech and Language Therapist.
- The certificate in Cued Speech Proficiency Level One.

## **Appointment process and how to apply**

**Candidates are requested to send their CV** and a covering letter, which includes their motivation for the role and how they feel they meet the person specification to the email address of the current Executive Director: [anneworsfold@cuedspeech.co.uk](mailto:anneworsfold@cuedspeech.co.uk) marked 'For the attention of the Chairman'.

Please include a suitable day and evening telephone.

Applications must be received by 9.00am on Monday 20th March.

For an informal discussion about the role ahead of an application please email Anne Worsfold: [anneworsfold@cuedspeech.co.uk](mailto:anneworsfold@cuedspeech.co.uk)

Candidates who have holiday commitments for the interview date are requested to apply asap and the Trustees will do their best to arrange an alternative date.

Initially there may be an informal telephone, Skype or FaceTime interview, at a mutually suitable time

Formal interviews will take place in Exeter on 6th April.