



JOB DESCRIPTION

Post: Managing Director

Location: Based in Sefton – required to work wherever the company conducts its business

Responsible to: The Board, Line managed by The Chair

Responsible for: The Leadership and Management of Sefton New Directions

JOB PURPOSE

The Managing Director:

In conjunction with the Board, develops the future strategy and direction of the Company via effective business planning.

Leads the organisation in alignment with its values and in the best interests of vulnerable people who rely on its services.

Provides strong strategic, operational, and values-driven leadership for the company, ensuring the delivery of high-quality, person-centred care and support services.

Drives sustainable growth, innovation, and financial resilience.

Drives change and innovation to proactively meet the financial and regulatory environment within which the Company operates.

Ensures that statutory and regulatory responsibilities are met.

Leads the Senior Management Team by setting standards and providing a positive organisational culture, support and guidance to ensure effective delivery of the Company's objectives.

PRINCIPAL ACCOUNTABILITIES

Strategic Leadership

- Develop and deliver a clear, ambitious, and values-aligned organisational strategy and Business Plan.
- Provide forward-looking leadership, anticipating future needs and steering the company accordingly.
- Lead organisational change, transformation, and continuous improvement ensuring that services meet current and future needs, are of a high quality and achieve the best possible outcomes while delivering value for money and a financial return.
- Foster a culture of innovation, development and continuous quality improvement throughout the organisation.

Operational Management

- Ensure high-quality, person-centred care across all services.
- Maintain robust systems for health & safety, safeguarding, quality assurance, and regulatory compliance.
- Oversee performance management, workforce development, and operational delivery.

Governance & Compliance

- Work within TECKAL requirements and ensure compliance with relevant legislation, regulations, and contractual obligations.
- Provide transparent, evidence-based reporting to the Board.
- Ensure strong risk management, internal controls, and ethical practice.

Financial Leadership

- Oversee financial planning, budgeting, and monitoring.
- Interpret financial reports and ensure financial sustainability.
- Identify efficiencies, reduce waste, and support planned growth.
- Develop new and diverse income streams and grow the Company in accordance with the business plan(s) as approved by the Board.

Stakeholder Engagement

- Effectively engage and forge strong relationships with all stakeholders including service users, commissioners, other providers, trade unions, representatives of the wider community, regulators and other key groups
- Act as an ambassador for the organisation, promoting its values and achievements.
- Communicate effectively with staff, families, and external stakeholders providing clear and consistent messages.

People & Culture

- Lead with empathy, transparency, and integrity.
- Foster a culture aligned with the company's values: People Focused, Count On Us, Big Hearted, Together as One.
- Take a personal role in the development of a productive and motivated workforce, inspiring, motivating and empowering staff at all levels.

Leadership Behaviours

The Managing Director is required to demonstrate the following behaviours:

- ❖ A focus on quality combined with financial sustainability
- ❖ Decisiveness whilst respecting and actively listening to alternative viewpoints
- ❖ Provide appropriate and constructive challenge
- ❖ Create a positive culture
- ❖ Demonstrate respect for staff, service users and partners
- ❖ Maintain a customer focus with a relentless pursuit of excellent outcomes
- ❖ Demonstrate integrity and responsibility

General

The post holder will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change. In particular the post holder will be self-motivated and will effectively prioritise activity to achieve the maximum benefit.

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The postholder is legally responsible for the implementation of the Health & Safety Policy. The post holder is expected to monitor the effectiveness of the health and

safety arrangements and systems to ensure appropriate improvements are made where necessary.

The organisation has an approved equality and diversity policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality and diversity policies of the organisation.

Due to the nature of the post, the individual will be required to undertake any checks as required under Safeguarding and/or relevant employment legislation.

Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of conduct, codes of practice and legislation in relation to the General Data Protection Regulations.

The postholder will be required to undertake and participate in training, coaching and development activities as appropriate.

Appendix

New Directions' Leadership Behaviours Framework

Big Hearted <i>We are proud of the quality of care, empathy and kindness we offer to the people we support and each other</i>	• Passionate about high quality service provision • Communicates a compelling vision for New Directions with enthusiasm and clarity • Listens and take time to ensure that the needs of people we support, carers/family and staff are fully met • Ensures compassion and kindness is displayed by all staff • Ensures consideration and respect for others is displayed by all staff within area of responsibility • Ensures that the health, safety and wellbeing of the staff and people we support is always maintained • Actively challenges and takes appropriate action if staff, people we support or carers/families do not display this behaviour • Is consistent in words and action, day in day out
Count On Us <i>We act in a way that you can rely on us to be able to meet the needs of the people we support and each other</i>	• Develops strategies based on new concepts, insights or perceptive analysis • Creates improved systems, processes and pathways • Champions a mindset of high ambition for individuals, the team and the Company – and self • Encourages a culture of high expectations in which everyone looks for service delivery to improve • Demonstrates integrity, honesty, reliability and trustworthiness • Demonstrates that we can be depended upon to meet the needs of staff, people we support and carers/ families

	• Straightforward and honest in communications • Actively challenges and takes appropriate action if staff, people we support or carers/families do not display this behaviour
Together As One <i>We take pride in working as a team to deliver a person-centred service</i>	• Encourages the team to deliver on the shared purpose as much as on their individual targets • Creates an environment that values diversity and gets the most from everyone • Understands how complex connections across the sector affect the efficiency of service provision • Builds strategic relationships with relevant stakeholders • Acts as an ambassador for New Directions to gain reputational influence and obtains valuable perspectives on best practice (nationally and internationally) for the benefit of all parties • Takes responsibility and is accountable for own actions, not seeking to apportion blame on others • Demonstrates flexibility to achieve the best outcomes for all • Actively challenges and takes appropriate action if staff, people we support or carers/families do not display this behaviour
People Focussed <i>We recognise the importance of transparency, trust, recognition and development within our workforce</i>	• Has the courage to challenge beyond own remit in terms of what is 'right', even when it may involve considerable personal risk • Shares responsibility for colleagues' emotional wellbeing • Takes a strategic approach to people development, based on future needs of New Directions • Creates the conditions in which others take responsibility for their own development and learn from each other

	• Shares in broad organisational development and succession planning beyond own area of work • Treats people fairly and with respect, valuing diversity and individual perspectives • Encourages staff and people we support to lead healthy, fulfilled and independent lives • Actively challenges and takes appropriate action if staff do not display this behaviour
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July 2026