



# Basingstoke Counselling Service Chief Executive Officer

**Candidate Pack**  
**September 2025**



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BASINGSTOKE  
COUNSELLING  
SERVICE



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# 1

## About us



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# 1

## About Us



Basingstoke Counselling Service, a registered charity, was founded in 1985 by a small group of local therapists wanting to provide mental health support to the local community. Since then, our service has flourished to become a busy, vibrant counselling and training centre, managed by a talented team of clinical and non-clinical staff, dedicated to improving the emotional wellbeing of our community.

We achieve this in two ways. Firstly, we offer one-to-one and couples counselling for adults, via a team of counsellors who provide a professional and affordable service. Our counsellors are supervised and practise within the BACP Ethical Framework for the Counselling Professions.

Secondly, we provide a range of training courses for those interested in supporting others with mental health difficulties. We have a long heritage of running highly regarded courses from one-day CPD workshops through to a three-year BACP Accredited Diploma in Psychodynamic Counselling.

Based in central Basingstoke (a stone's throw from War Memorial Park and the town centre shops and transport links), we have a suite of 11 rooms used for counselling, training and administration. All of these rooms have recently been refurbished to a high standard, making BCS a very pleasant and welcoming work environment.

This is an exciting time for us as we are experiencing a sustained period of growth. To ensure that we continue to deliver high-quality services to all our users it is imperative that we recruit talented and committed individuals to complement the current team and help us continue to develop and grow the service.

To minimise our impact on the environment and ensure efficient work practises, all of our systems are now digital.

We understand that discrimination and inequality exist in our society. As an organisation, we aim to treat everyone with dignity and respect, and therefore challenge ourselves regularly to ensure we achieve this. We do this by listening and responding to feedback and regularly reviewing our approach to equality, diversity and inclusion.

# 1

## About Us



### BCS recent history

In common with many small charities, BCS is susceptible to changes within the external landscape, and it is vital that we respond appropriately and effectively when such changes occur. In order to mitigate against this as much as possible, over the past five years, a strategy has been implemented, which included:

- Expanding the frequency of new cohorts to the Diploma course from once every three years to once per year and successfully filling those additional places.
- Due to the strong symbiotic relationship between our training and counselling services, with all of our Diploma trainees completing their clinical placements at BCS, the above also enriched our counselling service delivery by significantly increasing the number of counselling sessions offered.
- Increasing the number of courses run at both Introduction and Certificate level, which enables individuals to undertake a progressive journey to qualify as a counsellor.
- Increasing the number and range of CPD courses we offer.
- Securing grants from several sources to fund ongoing costs, as well as supporting new initiatives targeted at specific vulnerable groups, such as men at risk of suicide.
- Enhancing cost controls.

Although the Covid-19 pandemic impacted and, in some cases, delayed this strategic implementation, at very short notice, BCS was able to move to a remote provision of counselling (retaining more than 80% of clients) and continue with its training courses remotely. This highlighted the resilience of the organisation and the strong foundations which are in place to be able to navigate such challenges.

# 1

## About Us



### Board of Trustees

The current Board of Trustees consists of:

#### **Jim Bellis (Chairman)**

Served as Chair since 2018, now retired having spent about 30 years in senior sales and marketing roles with American electronics companies.

#### **Martin Green (Treasurer)**

Joined the Board in 2023. He has had various roles in business latterly as the CFO of a FTSE 250 business. He is a qualified accountant and lawyer and has a personal interest in mental health issues.

#### **Samir Kotecha**

Serves as a councillor on Basingstoke & Deane Borough Council. He has a personal interest in supporting those with mental health issues.

#### **Camilla Lovell-Hoare**

Has a varied background having studied Biochemistry at Imperial College, London and working as Senior Regulatory Officer for an international pharmaceutical research company dealing with regulatory affairs and pharmacovigilance. She subsequently undertook her law studies with the College of Law, trained with a Top 100 Law firm, where she remained as an associate after qualification in 2010. Camilla has been with Bates Solicitors since 2018, where she is a director of the firm and Head of Litigation.

# 2

## Job description



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# 2

## Job description



### Role details

<b>Role title</b>	Chief Executive Officer
<b>Reporting to</b>	Board of Trustees
<b>Employer</b>	Basingstoke Counselling Service
<b>Location</b>	Goldings, London Road, Basingstoke, RG21 4AN. Alternatively, this can be a hybrid role, with some hours worked remotely.
<b>Working hours</b>	3 or 4 days per week
<b>Salary</b>	£50,000 FTE per annum, plus contributory pension scheme. BCS works to a 37.5 hour week.
<b>Term of contract</b>	Permanent
<b>Holidays</b>	25 working days pro rata per annum plus public holiday entitlement (also on a pro rata basis). In addition, Christmas closure entitlement will be applied after one full year's service.



# 2

## Job description



### Overview of the post

With the planned departure of the incumbent, we are now seeking a strategic, compassionate, and forward-thinking Chief Executive Officer to lead our organisation through its next phase of development. You will join a dedicated and talented team, both clinical and non-clinical, who deliver transformative support to individuals and meaningful training to the next generation of counsellors.

This is a rare and exciting opportunity for a CEO to lead an organisation with deep community roots, a strong reputation, and a proven record of impact. You will shape BCS's strategic direction, ensure its financial sustainability, and uphold its commitment to delivering exceptional services, while championing the vital cause of accessible mental health care.

As CEO, you will play a pivotal role in driving sustainable growth through effective fundraising, the development of new service contracts, and the delivery of operational excellence. You will also serve as a passionate ambassador for the organisation's mission, engaging and inspiring a broad range of stakeholders.

This is an exciting time to take on this role, as the Service adapts to its recent expansion and continues to refine, streamline and develop its services.

The postholder will work closely with, and be supported by, a committed Senior Management Team.

While a clinical background as a counsellor or psychotherapist is not essential, it can offer valuable insight into the core work of BCS. An understanding of clinical practice can help inform strategic decisions, deepen empathy with both staff and clients and support the organisation's commitment to delivering high quality, ethical mental health services. However, we equally welcome candidates who bring strong leadership, strategic and operational experience from other sectors, particularly if they share our values and commitment to accessible mental health care.



## Duties and responsibilities

The role is ultimately responsible to the Board of Trustees, for:

### Strategic Leadership

- Collaborate with the Board of Trustees to shape and implement a strategic vision that aligns with the charity's mission, values, and long-term goals.
- Work closely with Trustees and the Senior Management Team to foster and uphold the ethos and core principles of Basingstoke Counselling Service.
- Sustain and develop a motivated, well-trained team with a strong sense of purpose and high morale.
- Establish clear organisational objectives and performance indicators, and regularly evaluate progress to ensure accountability and impact.
- In partnership with the Board and the Senior Management Team, set and manage financial targets that support both service delivery and long-term sustainability.
- Provide inspirational leadership to staff, promoting a culture of teamwork, open communication, and shared responsibility.
- Ensure the organisation meets all statutory and regulatory obligations, maintaining high standards of governance and compliance.
- Take overall responsibility for health and safety across the organisation, ensuring a safe and secure environment for all staff, clients, and visitors.

### Governance and Board Relations

Work in close partnership with the Board of Trustees to ensure:

- The charity's objectives are effectively delivered and consistently upheld.
- The ethos and core values of BCS are clearly defined and embedded throughout the organisation.
- The perspectives of people experiencing mental health difficulties and those with lived experience are meaningfully represented in Board-level decision-making.
- Trustees are equipped with timely, accurate, and relevant information to support informed and responsible governance.
- The Board maintains high standards of governance and fully complies with all legal and regulatory obligations.
- Trustees have the necessary insight and data to guide policy development, shape strategic plans, and assess organisational performance.
- The Board is regularly updated on progress toward strategic objectives, financial health, and key developments across the charity.

# 2

## Job description



### Fundraising and Financial Management

Work collaboratively with the Board of Trustees, the Senior Bookkeeper, and the Senior Management Team to:

- Ensure the effective delivery and long-term sustainability of BCS services.
- Provide strategic oversight of financial management, including budgeting, reporting, and maintaining robust financial controls.
- Present well-researched, fully costed proposals to support the charity's investment, growth, and development initiatives.
- Strengthen and diversify income streams to enhance the charity's financial stability and resilience.
- Build and nurture relationships with local stakeholders, commissioners, donors, sponsors, and supporters to unlock both current and future funding opportunities.
- Design and implement a comprehensive fundraising strategy to attract income from a broad range of sources, including grants, charitable donations, and strategic partnerships.

### Programme Management & Impact Evaluation

- Provide strategic oversight of programme planning, development, and delivery to ensure alignment with the charity's goals and community needs.
- Monitor the effectiveness of services, assess outcomes, and use evaluation data to drive service improvements and innovation.
- Foster a culture of continuous learning, accountability, and reflective practice across the organisation to optimise outcomes and organisational performance.

### Public Engagement

- Act as the public face of the organisation, representing its mission, values, and work to external stakeholders, including the local community, government agencies, partners, and media.
- Develop and maintain strong, strategic relationships with collaborators and partner organisations to enhance visibility and maximise collective impact.

# 2

## Job description



### Personal Leadership & Organisational Compliance

- Lead by example in professionalism and personal conduct, maintaining high standards in presentation and attention to detail.
- Adhere to and promote all BCS policies and procedures, ensuring a consistent and compliant working environment.
- Take joint responsibility for personal and professional development, proactively identifying training needs and undertaking agreed learning and development opportunities.
- Oversee the development and implementation of comprehensive risk management frameworks, appraisal systems, and emergency planning processes.
- Proactively identify and present new opportunities for business development and organisational growth.



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Person  
specification



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## Person specification

### Knowledge and experience

#### Essential

- Significant senior leadership experience in the voluntary, public, or health and social care sector, preferably in an organisation with a charitable or social mission
- Track record of strategic planning and organisational development, including service delivery and governance
- Sound financial management skills, with experience in overseeing budgets, financial reporting, and effective resource allocation
- Experience working with, or reporting to, a Board of Trustees and understanding of good governance practices
- Track record of working with organisations through a period of sustained and sustainable growth and change
- Experience of managing and motivating a small team in a growth environment
- Experience of working in the charitable sector and understanding its challenges, particularly those of small charities

#### Desirable

- Experience in fundraising and income generation
- Clinical training as a counsellor or psychotherapist

### Skills

- Excellent written and verbal communication
- A strong ability to develop and sustain collaborative relationships with trustees, staff teams, commissioners, funders, and other key external partners.
- Ability to problem solve and remain calm and objective under pressure
- Ability to work effectively both independently and as part of a team
- Ability to maintain appropriate boundaries
- Ability to manage difficult relationships

# 3

## Person spec



### Qualities and attributes

- A connection to the mission of BCS, particularly its commitment to delivering high-quality mental health services through both counselling and professional training
- Demonstration of the highest standards of integrity and ethical leadership
- Calm, credible, and reflective, with the ability to offer sound advice and perspective while showing humility and respect for the experience of the existing leadership team
- Open-minded and receptive to challenge, with a commitment to continuous learning and growth
- A genuine passion for the organisation's mission, with a deep commitment to driving meaningful and lasting change within the mental health sector



# 4

## How to apply



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# 4

## How to apply



Basingstoke Counselling Service is working exclusively with Charisma Charity Recruitment.

**Applications should be submitted through the [Charisma website](#) and include:**

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role.

For an informal and confidential discussion about the role, please contact Sandra Smith, Associate Director, Charisma Charity Recruitment on 01962 813300 or email [info@charismarecruitment.co.uk](mailto:info@charismarecruitment.co.uk).

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law.

**Closing date: 12 October 2025**

**Charisma vetting interviews must be completed by 17 October, prior to shortlisting**

**Interviews with BCS: w/c 27 October 2025**



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