



CHIEF EXECUTIVE

Recruitment pack | May 2026



Welcome

Avenue provides a safe and supportive space for children and families across Aberdeen and North East Scotland who are experiencing separation, family conflict and relationship breakdown. When times get tough, we offer inclusive and holistic support to help them find a way forward which is right for them.

For over 70 years Avenue has been providing mental health and relationship support across the Northeast. We are an independent charity but also proud to be part of the wider Relationships Scotland network, a 21 strong membership organisation, which facilitates a national presence throughout the country and provides a platform from which to influence government, policy makers and the wider sector.

As Chief Executive, you will provide strategic leadership to a committed and talented team, working closely with our Trustees and supporters.

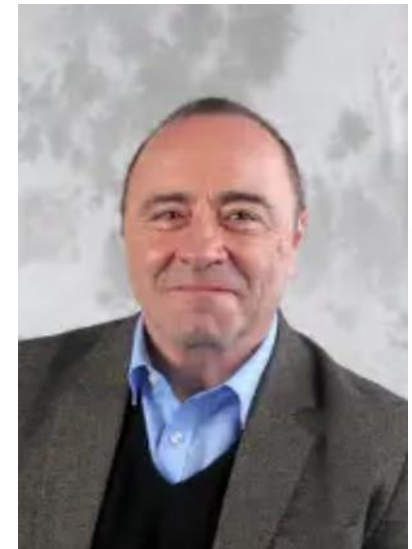
You will help Avenue continue to be here for people right across Grampian.

Governance of Avenue is provided by a Board of Trustees, who bring a broad range of expertise across family law, finance, business development, fundraising, and the wider charity sector. The Board sets the overall strategic direction of the organisation and ensures that the charity is effectively managed, well governed, and financially sustainable.

Avenue operates as a registered charity and company limited by guarantee, governed by its Articles of Association and regulated by OSCR. This governance framework ensures the organisation maintains the highest standards of transparency, integrity and accountability.

If you are an inspiring leader, who is passionate about making a meaningful difference to people's lives, we would be delighted to hear from you. Together, we can continue to make a positive difference to people living in the region that they will carry with them for the rest of their lives.

Taf Powell, Board Chair





Job Description

- Job Title: Chief Executive
- Hours: 0.8 FTE (29 Hours)
- Reporting to: Chairperson
- Location: Hybrid working by agreement
- Salary: Up to £60k FTE (depending on experience)

Job Purpose:

The Chief Executive provides strategic, operational, and inspirational leadership to ensure Avenue fulfils its charitable mission. Working closely with the Board of Trustees, whilst also fulfilling the role of Company Secretary, the postholder will drive organisational strategy, enhance Avenue's profile, build a high performing team, and ensure strong governance, accountability, and long term sustainability for maximum positive impact

Job Context:

Avenue is a national charity passionate about supporting families and individuals across the North East of Scotland by strengthening relationships, promoting wellbeing, and creating healthy, safe environments for children and adults. All Trustees, staff, and representatives are expected to uphold our organisational values: Effectiveness, Integrity, Respect, Credibility, Independence, Innovation

Key Responsibilities

Strategy & Planning

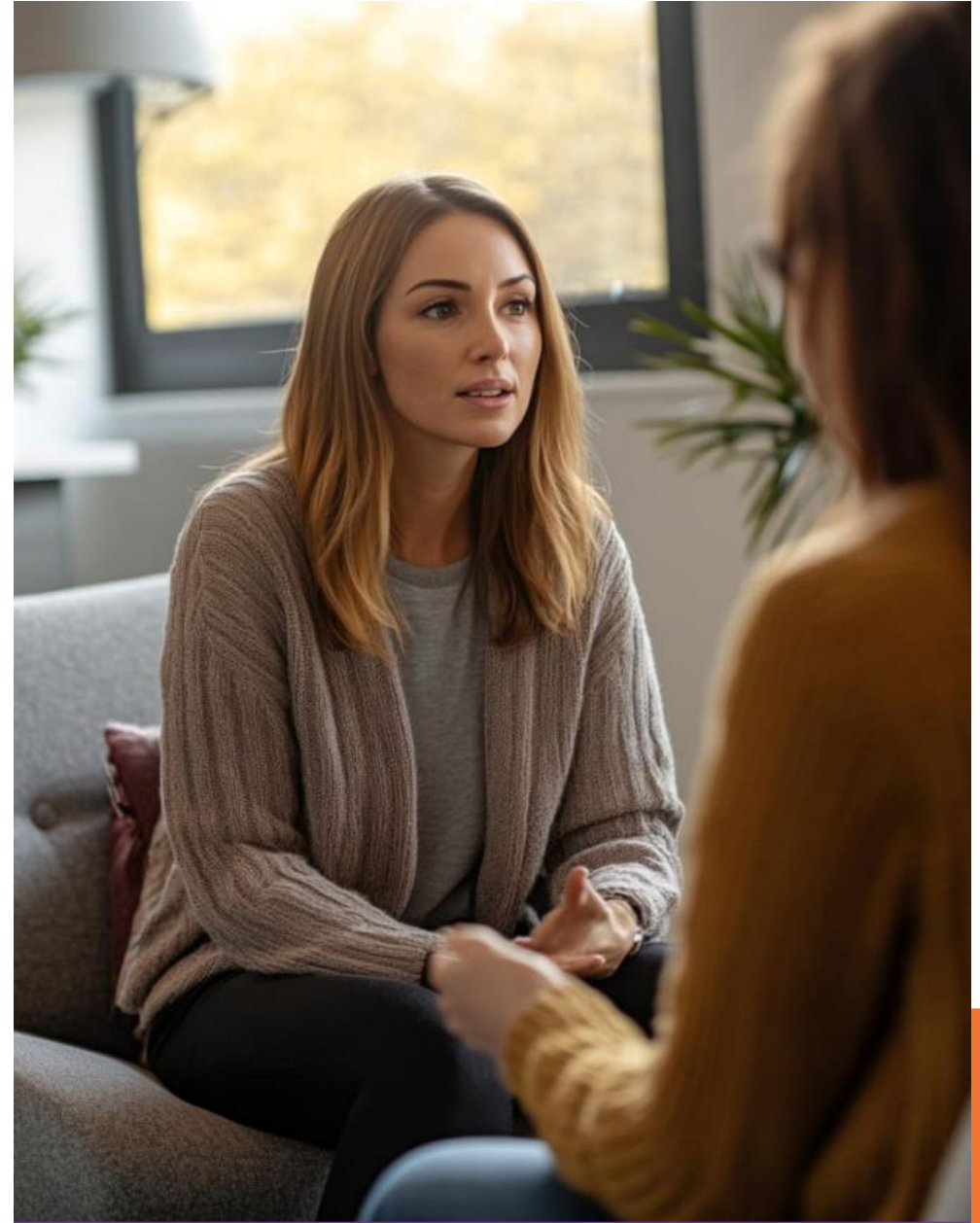
- Lead the delivery of Avenue's strategy and business plans in partnership with the Board of Trustees.
- Expand the charity's reach, building relationships that support mission advancement and identify new opportunities.
- Demonstrate organisational impact using effective reporting and insight to inform decision making and future planning.

Governance & Compliance

- Embed and enhance strong governance practices across the Board.
- Ensure regulatory compliance and timely reporting to OSCR, Companies House, and other statutory bodies.
- Provide high quality information, analysis, and advice to support the Board.
- Perform the duties of Company Secretary

Income Generation

- Develop, deliver, and own, Avenue's income generation strategy, pipeline, and performance.
- Diversify, innovate, and grow revenue streams, current and potential.
- Act as the main contact with funders, stakeholders, and partners.
- Lead the development of compelling funding propositions, service offers, and commercial products.
- Integrate income strategy with financial plans, reserves policy, and risk register



Key Responsibilities



Financial Leadership

- Oversee financial management, ensuring strong controls, transparency, and accurate, timely reporting.
- Lead on budgeting processes and ensure organisational resources are managed effectively and responsibly.
- Safeguard the charity's financial sustainability and risk profile.

People Leadership and Operations

- Lead, develop, and motivate, the Senior Leadership Team and wider staff to deliver a cohesive, high performing, organisation.
- Ensure policies, systems, and procedures support strong operational delivery and reflect organisational values.
- Promote a culture of equality, diversity, inclusion, and excellence.
- Drive continuous improvement in organisational effectiveness and efficiency.

Person Specification



Essential Experience and Knowledge

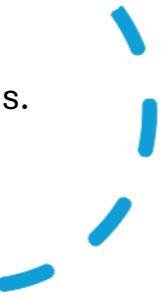
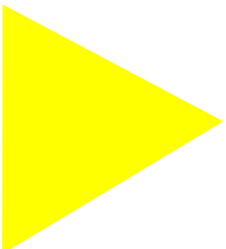
- Demonstrable success in a senior management role within the charity sector.
- Proven experience delivering organisational strategy and leading impactful work.
- Demonstrable success in income generation and business development.
- Experience of building, motivating, and developing, successful teams.
- Experience of engaging effectively with external stakeholders.
- Strong understanding of charity governance, risk, and compliance.
- Ability to manage multiple priorities and complex organisational functions.
- Financial literacy and competence in managing budgets.

Desirable Experience and Knowledge

- Background in trauma informed practice
- Knowledge of Mediation, Counselling or Child Contact practice

Experience, Skills and Attributes

- Inspirational leadership and strong team building capability.
- Excellent relationship building skills and stakeholder engagement.
- Confident public speaker and media representative.
- Strong influencing, negotiation, and creative problem solving skills.
- Outstanding communication—written, oral, and interpersonal.
- Strong IT proficiency, particularly in Microsoft tools.
- Enthusiasm, positivity, and a proactive approach.
- Tact, diplomacy, organisational skills, and integrity.
- Passion for Avenue's mission and values.
- Willingness to work occasional evenings and weekends for events or conferences.
- Reliable home internet connection suitable for hybrid working.



Ready to apply ?



Please send a CV and supporting statement outlining your suitability and motivation for applying to us directly at:

avenuehr@avenuecharity.org.uk

Key Dates

- Applications open: 25th May
- Closing Date: 15th June at midday
- First Interviews: w/c 22nd June
- Second Interviews: w/c 29th June





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Charity No. SC009988

Member of Relationships Scotland

Company No. SC200545