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Dear Applicant

## Head of Counselling (Female\*)

Thank you for your interest in applying for the above post. In the attached application pack you will find:

- Some information and background about who we are and what we do
- A detailed job description and person specification for the post

Please take time to read through the information carefully. If the post interests you and you feel you have the right skills, experience, knowledge and attitude, then we'd be delighted to hear from you.

We welcome informal enquiries about this post so should you wish to discuss the post further then please call 03333 444 304 and ask to speak to our CEO, Sara Swire.

**To apply, please send us your CV along with a covering letter describing how you meet the criteria for this post and your motivations for applying.** Your letter should be no more than 2 sides of A4 in 11pt font size or above. In addition to this please also provide us with details of 2 referees, one of which should be your current or most recent employer.

The deadline for applications is **midday on Friday 1 September 2017**. Applications should be sent electronically to [sara.swire@ndnd.org.uk](mailto:sara.swire@ndnd.org.uk).

Good luck with your application and we look forward to hearing from you.

Yours sincerely

Joanne Bowditch  
Chair of Trustees

(\*Genuine occupational requirement - Equality Act 2010, Sch 9, Pt 1, Para 1)

**We believe that all women and girls have the right to reach their potential and to live their lives free from poverty and violence. We are passionate about what we do. We know it makes a difference.** Through our work we know that women and girls affected by poverty, trauma and abuse have the potential to transform their lives. We support them by providing a safe environment and high quality gender-responsive and trauma-informed support.



**New Dawn New Day** has worked to promote women's wellbeing for 30 years and delivers a range of services designed to meet the needs of women and girls, particularly those who have been impacted by trauma.

#### **We are committed to...**

- Improving the health and wellbeing of women and girls, particularly those who face multiple disadvantage and those who are victims and survivors of abuse and trauma
- Improving disadvantaged women's social and economic circumstances
- Enabling greater social inclusion for women with complex needs

#### **We will do this by...**

- Developing quality early intervention services that work with women and girls who are at risk of violence, abuse, exploitation and involvement in the criminal justice system
- Offering holistic, wraparound, gender-responsive support to meet the multiple needs of women
- Delivering counselling and psychotherapeutic interventions from our Women's Counselling Centre
- Delivering services that are trauma-informed

#### **The following principles underpin our work...**

- All women have the right to live their lives free from poverty, violence and oppression
- Women affected by poverty, trauma and abuse have the potential to transform their lives through the provision of a safe environment and high quality, gender-responsive, trauma-informed support
- Women have the right to expect accessible, appropriate and timely support to address their individual needs

## Our Counselling Services

New Dawn New Day has delivered counselling and psychotherapy as part of its holistic wraparound support services since 2010 when we first employed a part-time therapist to work with women offenders. From client feedback it became increasingly clear that women valued this service and often cited it as the intervention that had the biggest impact on transforming their lives.

Having established the service we increased the capacity by recruiting volunteers and offering student placements. Aware that we were working in an environment of diminishing budgets and increased demand, our trustees invested in the counselling service as a social enterprise to enable New Dawn New Day to become more financially sustainable and in 2012 we started offering an affordable counselling service to women in the community enabling us to generate independent income.

*Leicester Women's Counselling Centre was founded by New Dawn New Day with the core aim of improving the mental health of women and girls through the provision of high quality, accessible and affordable counselling and psychotherapy to all women who need it...*

Since then the counselling service has grown. We continue to offer counselling to our holistic support clients and in 2014 we set up Leicester Women's Counselling Centre. The service is funded through means tested client fees, fees for student placements, fees for clinical supervision and income from training events alongside contributions from grant funded projects. We also deliver a specialist counselling service to women who have been affected by domestic abuse as part of the county-wide domestic and sexual violence services. It is our ambition for this service to become increasingly financially sustainable over the next 3 years.

### The Role of Head of Counselling

Leading the counselling team at New Dawn New Day is both a challenging and rewarding role. It would ideally suit an experienced counsellor or psychotherapist who will enjoy working with a team of volunteers and student placements to deliver high quality counselling to women and girls.

On a day-to-day basis the role will involve providing on-site support to our team of counsellors and clinical supervisors; offering support and guidance when required and ensuring everyone feels a valued member of the team. Each week there will be client assessments to carry out as well as allocating new clients to appropriate counsellors. Student and volunteer recruitment usually takes place once a year and involves liaising with reputable training providers, interviewing applicants and delivering induction training.

The role offers a high degree of autonomy and is well supported by the wider team. As a key member of the Senior Leadership Team, the post-holder will also work closely with the CEO, Head of Income Generation and the Team Leader for Outreach and Support to contribute to the development of New Dawn New Day as a whole, embedding counselling and psychotherapeutic interventions into our core service for women and girls.

*This role will suit someone who is passionate about the potential for therapy to change the lives of women and girls...*

The role will particularly suit someone who enjoys developing relationships with key people and agencies to raise the profile of the service and identify new areas for service development and partnership working. The ideal candidate will also enjoy promoting the service to the community, attracting paying clients into our affordable private counselling service. This may involve working with local businesses and

health providers such as GPs and complementary health services.

New Dawn New Day will provide the successful candidate with a supportive working environment, clinical supervision, opportunities for personal and professional development and a unique opportunity to help some of our community's most vulnerable women and girls transform their lives.



## Job Description

|                        |   |
|------------------------|---|
| <b>Job Title</b>       | Head of Counselling (Female*)<br><i>(*Genuine occupational requirement - Equality Act 2010, Sch 9, Pt 1, Para 1)</i>                |
| <b>Responsible to</b>  | Chief Executive   |
| <b>Responsible for</b> | Counselling Team (staff and volunteers)   |
| <b>Hours</b>           | 37 hrs pw (To include at least 1 evening per week until 8pm)  |
| <b>Contract</b>        | Permanent (subject to continued funding)  |
| <b>Location</b>        | Central Leicester   |
| <b>Salary</b>          | £30,785 to £36,379 (depending on skills and experience) plus enhanced pension contribution of up to 6% after first 6 months in post |

### Job Purpose

The Head of Counselling will provide operational management and strategic leadership for all of New Dawn New Day's counselling and psychotherapy services.

#### 1 Operational Management

- To develop and implement an annual service delivery plan
- To ensure that the service is adequately staffed and working to capacity
- To ensure the highest standards of customer service
- To ensure safe and ethical practice at all times in line with the principles of the BACP Code of Ethics
- To deputise for the CEO in her absence and lead on delegated projects
- To line manage and support the clinical supervision staff and volunteers
- To present reports as required to the CEO, NDND's Board of Trustees and funders.
- To manage the income and expenditure of counselling related cost centres

#### 2 Strategic Leadership

- To be a member of NDND's Senior Leadership Team contributing to the development the organisation's offer to women and girls and ensuring that counselling and psychotherapy continues to be an integral aspect of our core services.
- To work closely with the CEO and Head of Income Generation to develop the strategic business plan for counselling services
- To lead on the development and delivery of new services and activities related to counselling and psychotherapy
- To act as a key external spokesperson, playing an active role in building the NDND's profile and reputation for delivery high quality counselling services
- To engage and develop effective, mutually beneficial relationships with partner agencies, funders and supporters of the counselling service

#### 3 Clinical Governance

- To hold accountability for the clinical quality and efficacy of counselling services.
- To be responsible for client assessment and case allocation
- To be responsible for ensuring sufficient clinical supervision is in place by co-ordinating the recruitment, training and support of the clinical supervision team
- To assess counsellors' and supervisors' fitness to practice

- To evaluate the effectiveness of counselling and psychotherapy services to ensure continuous improvement and to develop our evidence base.
- To lead on quality assurance and BACP service accreditation

#### **4 Recruitment, Training and Support of Counselling Team**

- To recruit and manage all staff, qualified volunteers and placement students engaged in the delivery of counselling and psychotherapy
- To provide day-to-day on-site support and guidance to placement students and volunteers, dealing with risk and safeguarding issues as appropriate
- To deliver induction training and CPD opportunities to volunteers and students on placement sufficient to enable them to work effectively our diverse and complex client base
- To ensure that placement students expectations and requirements are met with regard to supervision, placement reports and numbers of clients etc

#### **5 Engagement, Marketing and Communications**

- To develop and implement a marketing and communications plan to raise the profile of the counselling service to enhance our reputation, attract new clients and secure new sources of funding
- To co-ordinate the production and dissemination of counselling related promotional literature and to carry out marketing activities including mainstream and social media, networking, delivering presentations, attending events etc
- To monitor and review the effectiveness of marketing activities carried out in connection with counselling and psychotherapy services

## Person Specification

| Essential  |  |
|--|--|
| Skills, Knowledge, Experience, Education   | Recognised advanced qualification in Counselling and / or Psychotherapy (minimum Diploma / Level 4) with a minimum of 3 years post qualification experience  |
|  | Accredited by BACP or UKCP or eligible and committed to achieving accreditation  |
|  | Qualification in Clinical Supervision or willingness to undergo professional training in supervision   |
|  | Ability to work using an integrative approach underpinned by a sound understanding of both psychodynamic and person-centred concepts   |
|  | Exceptional knowledge and understanding of the gendered needs of women, including women's mental health, domestic abuse, sexual violence and trauma  |
|  | Confidence in working with women who present with a range of complex needs and risks   |
|  | Leadership and management skills; able to set clear direction, inspire, manage and motivate staff and volunteers   |
|  | Ability to actively collaborate and contribute to NDND's Senior Leadership Team  |
|  | Ability to plan, forecast and interpret financial information  |
|  | Ability to evaluate the impact of counselling services   |
|  | Strong planning and organisational skills; project planning and management, monitoring, reporting and follow-up; personal self-management and work administration  |
|  | Excellent written and verbal communication skills; able to present as credible and engaging both verbally and in writing or presentation format  |
|  | Training and facilitation skills sufficient to run induction training and CPD sessions   |
|  | Knowledge of safeguarding children and vulnerable adults   |
| Knowledge of the BACP ethical framework  |  |
| Behaviours   | An inspiring leader, able to set out a clear vision for the development of NDND's counselling services and able to develop and implement the plan to achieve it  |
|  | Approachable and flexible, able to respond sensitively and appropriately to staff, clients, volunteers and placement students  |
|  | Strong relationship-builder with track record of network building; evidence of developing successful connections and relationships with both external and internal stakeholders, partners and colleagues at all levels |
|  | A strategic thinker, able to identify, assess and act upon opportunities to extend the reach and influence of the counselling service  |
|  | Highly self-motivated and proactive; ready to seize new opportunities, research and source new ideas.  |
|  | Calm, confident and containing approach to work with a high level of self-care   |
|  | Demonstrable commitment to improving the quality of life for women and girls, particularly those impacted by trauma.   |
|  | Flexibility and adaptability to work in a changing environment   |
|  | Creative thinker and problem solver; willing and able to collaborate with others and engage others in generating creative ideas and solutions  |
|  | Ability to listen, reflect and learn   |
|  | A willingness to take a flexible approach to working some regular unsocial hours to provide cover for the service and to attend meetings and events as required  |
| A willingness to grow with the service; increasing skills, knowledge and capacity as required to meet the needs of the service |  |
| Desirable  |  |
|  | Masters degree in Counselling and/or Psychotherapy   |
|  | Experience of service leadership and management, preferably within a therapeutic setting   |
|  | Experience of successful fundraising and income generation   |
|  | Strong understanding of communications and marketing with experience of developing communication/marketing strategy to drive income generation and awareness   |
|  | Experience of using social media in income generation and PR / marketing activities  |
|  | Experience of delivering counselling training  |

## For more information in connection with New Dawn New Day

### Contact Details

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✉ [admin@ndnd.org.uk](mailto:admin@ndnd.org.uk)

### Websites

[ndnd.org.uk](http://ndnd.org.uk)  
[counsellingforwomen.org.uk](http://counsellingforwomen.org.uk)

### Twitter

[@NDNDLeics](https://twitter.com/NDNDLeics)  
[@LeicsC4W](https://twitter.com/LeicsC4W)  
[@NDNDSara](https://twitter.com/NDNDSara)

### Facebook

[NDNDLeics](https://www.facebook.com/NDNDLeics)  
[LeicesterWomensCounselling](https://www.facebook.com/LeicesterWomensCounselling)

### Charity Details

[Charity Commission/New Dawn New Day](#)