

Chief Executive Officer
Sense Ability Matters (SAM)
Gateshead and South Tyneside
Salary: £50,000–£55,000

Sense Ability Matters (SAM) is looking to appoint a commercially minded, strategic and ambitious leader as its next **Chief Executive Officer**.

This is not a traditional charity CEO role. SAM is looking for someone who can combine a strong sense of purpose with commercial awareness – someone who can build on the organisation's strong local reputation, grow and develop services, strengthen partnerships, and help create income streams that move the charity away from relying too heavily on grants and commissioned tenders.

The role may suit an existing CEO of a smaller organisation, a senior leader looking for a first Chief Executive position, or someone from the **public, health, social care, housing, education, membership or commercial sectors** who can bring relevant transferable experience in business development, service growth, stakeholder engagement and organisational leadership.

About Sense Ability Matters

SAM exists for one reason: to make sure that a sensory impairment, disability or long-term health condition does not stop anyone from living a full and connected life.

We work with people across South Tyneside and Gateshead to help them stay informed, feel empowered and build the resilience to deal with whatever life brings. Behind this work is a team of professionals and people with lived experience of disability and sensory loss. We do not just understand the needs of the community we support – for many of us, those experiences are personal.

Our vision is for disabled people and those with sensory loss across the region to feel informed, empowered and resilient.

The Opportunity

The organisation now needs someone with a stronger commercial and business focus – someone who can help lead its next phase of development by broadening its reach, expanding services and building a more diverse and sustainable income base.

A key priority for the next CEO will be to **reduce reliance on grants and tendered income** by developing other revenue streams, increasing unrestricted income and identifying opportunities for growth. This means we are looking for someone who is outward-facing, entrepreneurial and confident in spotting opportunities, building relationships and turning ideas into action.

This is a genuine opportunity to shape the future of a well-regarded organisation with strong local roots, a clear purpose and real potential for further development.

The Role

As Chief Executive, you will provide overall strategic and operational leadership for SAM, working closely with the Board of Trustees to deliver the organisation's vision, business plan and long-term sustainability.

You will lead the organisation externally with commissioners, funders, partners, businesses and other stakeholders, while also ensuring that services remain high quality, responsive and financially sustainable.

Key Responsibilities

- Lead SAM as its senior representative and ambassador, building strong external relationships and raising the organisation's profile
- Work with the Board to shape and deliver strategy, business planning and long-term sustainability
- Drive service development and identify opportunities to grow and expand SAM's reach and impact
- Develop and diversify income streams, with a strong emphasis on reducing reliance on grants and tenders
- Oversee service delivery, operations and organisational performance
- Lead and develop staff, volunteers and senior managers

- Ensure effective financial management, governance, compliance and risk management

About You

This role is likely to suit someone who enjoys building organisations, growing services, developing new income opportunities and working externally as well as internally. You will understand how to balance mission with sustainability and will be motivated by the chance to lead an organisation that is ambitious about both its impact and its future.

Essential experience

- Senior leadership experience in a charity, not-for-profit or other relevant organisation, or in a comparable leadership role with clearly transferable experience
- Partnership development and external stakeholder management
- Business planning, service development and organisational growth
- Income generation, fundraising, contract management or commercial development
- Financial management, including budgeting and delivery against income and cost targets
- Leading and developing staff and teams
- Governance, risk management and implementing effective controls

Desirable experience

- Experience or knowledge of disability, sensory support, health, social care or community services
- Experience of leading organisational change

Essential skills and attributes

- Strategic and commercially aware
- Strong leadership and relationship-building skills
- A confident communicator who can influence and inspire confidence
- Able to identify opportunities and turn them into practical action
- Inclusive, resilient and collaborative in approach
- Understanding of, or empathy with, the people and communities SAM supports

Additional requirements

- Degree-level education or equivalent professional qualification
- Access to a car for work purposes
- Clean driving licence

Equality and Diversity

We value diversity and promote equality. We welcome applications from all sections of society and are happy to discuss reasonable adjustments to support your application.

Candidates must be eligible to live and work in the UK.