

Dear applicant,

Thank you for expressing an interest in the post of Chief Executive Officer for the British Psychotherapy Foundation (*bpf*). The post will be challenging, varied, absorbing and rewarding.

bpf is one of the largest psychotherapy membership and training organisations in the UK and Europe. We bring together a broad span of psychoanalytically-informed approaches: psychoanalysis, psychoanalytic and psychodynamic therapies, Jungian analysis, child & adolescent psychotherapy. Our members (almost 700) work throughout the health and social care system, including the NHS, the third sector and in private practice.

We offer a diverse platform of clinical training opportunities: pre-training courses, our five qualifying clinical training programmes, and a rich variety of post-qualifying courses and continuing professional development. A number of our courses are in partnership with universities.

We offer our members a professional home that enables them to operate more effectively in their various working environments. We also aim to engage with policy makers, opinion formers, media professionals, professional colleagues within health and social care and the general public promoting the benefits of psychoanalytic psychotherapy and ideas. We work in partnership with a range of other professional bodies, including the major psychotherapy organisations.

What we are looking for

Our outgoing chief executive, Ann Byrne, has been with us almost since the beginning of the new organisation. She has put the organisation on a solidly professional footing, has overseen the consolidation of our property portfolio and has led on a number of key initiatives. These include consolidating the national training programme with the University of Exeter and the initiation of the introductory course 'Psychotherapy Today'.

We are now looking for someone to help us complete the consolidation of the organisation and lay the groundwork for its future expansion. Alongside ensuring the continuing smooth running of the organisation, the focus of the next two years is likely to be:

- Participating in the organisational and governance review and bringing about its implementation when completed.
- Consolidating and developing the professional staff team.
- To build confidence, trust and a sense of forward momentum across the membership.
- Strengthening effective working relations across the organisation including with our divisional associations.
- Working closely with the finance director, the treasurer and the board to ensure a robust financial strategy and strengthen financial control.

- Creating a realistic project plan for building relocation in the foreseeable future.
- Ensuring that the organisation is optimally positioned in respect of digital technologies, both for internal communication and, for example, in terms of e-learning possibilities for training.
- Ensuring an effective marketing strategy for the organisation's main activities, including the training programmes and our events and short courses.

The contract is initially for two years, as we see this as the next critical phase in the organisation's development. However, if we find the right person and they are keen to stay, the contract may be renewable.

Context

bpf came about as the result of a merger three years ago between three significant organisations: British Association of Psychotherapists, Lincoln Clinic and Centre for Psychotherapy and London Centre for Psychotherapy. The merger presented a rare opportunity to bring together the respective strengths of each of these, combine their resources and create a new set of possibilities for the future.

The merger allowed for certain economies of scale, consolidating a professional staff team as well as our property assets. Two buildings were sold, leaving the main office in Kilburn. The plan is to sell this building and to relocate to a more fit-for-purpose office building at the earliest opportunity.

At the point of the merger, there remained a number of structural and organisational issues that were not fully resolved in terms of their detailed working. This has led at times to a lack of shared understanding around the respective roles, responsibilities, authorities and accountabilities of, for example, the board of trustees, the professional staff and the organisation's divisional associations. This is the more important as a large amount of the work undertaken on behalf of the organisation is done so by the members themselves on a voluntary basis. The board of trustees has now embarked upon a relatively substantial organisational and governance review to clarify these areas of ambiguity.

The organisation has significant reserves, acquired primarily through the sale of two buildings; these are now sitting in an investment fund. However, the organisation is currently running at a loss year-on-year and this will continue, in a planned way, throughout the next financial year (2017-18). There are multiple factors involved in this and the board is currently fine-tuning a plan to achieve a break-even budget within the next 3 years.

You will have gathered that this will be a challenging role, and we are therefore looking for a candidate with exceptional skills. Apart from the normal range of expertise in running an organisation like this (a training organisation, a membership organisation and a charity), we are looking for someone with an unusual clarity of purpose, an ability to energetically and robustly make things happen, and to draw on a fund of tact, diplomacy and communication skills to carry the membership with them. In return you will be at the helm of one of the most important psychotherapy organisations in the UK, and enjoy the rewards of making a tangible difference to the country's health and social care landscape.

If you would like the opportunity to discuss the role with either myself or Jo-anne Carlyle, another member of the board, please telephone me on 07946 582473 or Jo-anne on 07757 633 022. I hope you will consider applying for this post and I very much look forward to reading your application if you choose to apply.

Warm regards,

Malcolm Allen
Chair