

# Role Profile

**Role title:** Head of Professional Standards (full time but will consider 4 days) (office based)

**Reports to:** Chief Professional Standards Officer

**Job purpose:** To drive forward BACP's Professional Standards tactical plan regarding the training and practice in the counselling professions; setting the benchmark and supporting BACP's vision in terms of public protection and standards for member registrants and the wider profession.

**Dimensions:**

**Financial:** Responsibility for approx £1 million budget across 3 budget lines (accreditation, professional standards, Ethical Framework & Good Practice in Action).

**Staff:** 5 direct reports, 15 indirect, plus contracted assessors and moderators

**Other:** Role in developing external stakeholder relations linked to collaboration and strategic partnerships.

**Principal accountabilities:**

1. To be responsible for the delivery of BACP's Professional Standards tactical plan for training and practice in the counselling professions.
2. To ensure delivery of a series of priority specialist evidence-based competence frameworks and appropriate methods of assessment to underpin BACP's specialist training and CPD standards. To ensure development of identified specialist curricula linked to competence frameworks.
3. To review and develop BACP accreditation/approved qualification products and services to ensure they are fit for purpose and aligned with evolving training and practice standards.
4. To be responsible for the implementation and dissemination of BACP professional standards through internal and external stakeholders to raise standards of professional practice.
5. To be responsible for and oversee the review and on-going development of the Ethical Framework for the Counselling Profession, including the oversight and development of Good Practice in Action resources and other web-based resources to raise practice standards

# Role Profile

6. To establish and develop relationships with external stakeholders & strategic partners to develop shared standards of ethical practice, education and training.
7. To be responsible for and oversee the development and implementation of new schemes and any associated contracts which set standards for practice (e.g. accreditation, approved qualifications, micro credentialing) based on competence frameworks.
8. As a member of SMT, responsible for providing expertise necessary to contribute towards the achievement of association strategic objectives.

## BACP Principal accountabilities

- To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.
- Manage and lead employees using a performance management and development process that encourages employee contribution, and includes goal setting together with constructive feedback, such that employees feel valued.
- To assess and set priorities, matching employees' capabilities effectively, ensuring key people are working on projects. To be held accountable for the delivery of projects and key deliverables, on time and fit for purpose.
- Leading on change management and championing change in culture across BACP, promoting positive management and staff behaviours and high standards of practice.

## Context:

Operating environment: BACP is the largest professional body for counselling and psychotherapy but in an unregulated environment there are other competitors offering similar products at lower cost and with lower standards. The success of this depends on Professional Standards developing and implementing an architecture which is credible, acceptable and workable both within its own membership and in the wider professional field.

Framework & boundaries: There is a risk that external factors eg government policies regarding statutory regulation or employment, or other external developments outside BACP's control could override BACP's professional standards strategy.

Organisation: see org chart

# Role Profile

## Relationships:

**Direct reports:** Monthly team meetings. Fortnightly PS management team meetings (Competence frameworks, Ethics and Good Practice Manager, Accreditation Manager, Professional Standards Operations Manager) focussing on progress of workstreams. Monthly 121s.

**Manager:** Monthly 121s.

**Other contacts:** Relationships with strategic partners in connection with establishing shared standards for education and training. Relationships with academics and leading practitioners. Internal relationship with membership including the Ethics Manager.

## Knowledge & experience:

- Educated to MSc/MA level in counselling/psychotherapy (or related profession), with knowledge of a range of counselling modalities.
- BACP accredited (or equivalent) counsellor/psychotherapist.
- Senior Management experience of leading a diverse team, managing performance, employee engagement and setting departmental strategies
- Experienced counselling/psychotherapy trainer with knowledge of writing curricular and developing materials.
- Self-motivated, able to work independently and to contribute to and be part of a senior management team
- Excellent inter-personal skills with an ability to present, communicate and engage at all levels either in person or using telephone/video conferencing. Possessing an ability to establish rapport with key stakeholders and to facilitate good working relationships.
- Knowledge of application of Ethics to practice standards
- Experienced in planning, organising and project management, delivering to deadlines and service level agreements, coupled with the ability to be adaptable and flexible.
- Knowledge of contemporary education issues and qualification frameworks
- Able to travel as required throughout the UK to meet with a wide range of stakeholders
- Delegate effectively to develop team members
- Good level of computer literacy skills across different systems, MS Office and ability to learn and adapt to IT systems

## Job challenge:

Ability to manage multiple work streams and diverse projects lead by managers and team members who are not office based. To provide effective leadership and support and be able to communicate and coordinate with other departments and functions within BACP to implement major change initiatives.