



# MOSELEY ROAD BATHS

## Role Profile

### Chief Executive Officer (CEO) Moseley Road Baths CIO

Location:	Moseley Road Baths, Balsall Heath, Birmingham
Reports to:	Board of Trustees
Contract:	Permanent, Full-time
Salary:	£55,000-£60,000 (depending on experience)

## About Moseley Road Baths

Moseley Road Baths (MRB) in Balsall Heath, Birmingham is one of only a handful of Grade II\* listed swimming baths in the United Kingdom, and the only pre-WW1 baths in the country to continuously host public swimming since opening in 1907. Following years of community campaigning led by the Friends of Moseley Road Baths to save MRB, Moseley Road Baths CIO was established in 2017 to take over operation of the building from Birmingham City Council, working as part of a coalition, which includes The National Trust, Historic England, World Monuments Fund, and the Friends of Moseley Road Baths.

The Baths are currently closed for a £35.7m capital transformation programme that will restore the magnificent Gala Pool for swimming, create a wellbeing hub, community gym, and events spaces, and physically connect us to Balsall Heath Library for the first time. We are proud founding members of the Citizens in Power Network, pioneering authentic citizen-led governance in the management of civic spaces.

## Our Purpose

We exist to create a sustainable future for an internationally important historic building that belongs to all of us. We want to be the best local pool in the world - a place full of life, a source of pride, and a hub of health, wellbeing, connection and belonging for people from near and far.

## Our Mission

**Swimming is the beating heart of what we do** - we inspire our city to have a lifelong love of swimming by working with our local communities to create the most inclusive, accessible, creative and purposeful swimming culture in the city; swimming in *this* beautiful building is special - we want to enable another century of swimming for all.

**Our spaces are packed with diverse activities** - both in and out of the pool - that bring people together in ways that help us to be healthier, stronger and happier.

**We are proud of our heritage** - we are the only Baths in the country built before 1914 to have continuously hosted public swimming since opening in 1907: stories of the Baths, Balsall Heath and Birmingham are woven throughout all that we do.

**We are inspired and led by, and operated with and for our local communities** - because of this, we are a vibrant, loved, sustainable and resilient community asset.

## Our Values

**Belonging** – You are welcome and can be yourself here. We are proud to be part of this community. We are accessible, friendly - and pleased to see you. We create opportunities to participate and grow (whatever level you're at).

**Resilience** – We think about the longer term when we make decisions; sustainability - both environmental and financial - is important in our decision-making; we are a good employer and a great place to volunteer; we are working hard to be financially resilient; we are innovative and adaptable, and try to do things in new ways.

**Together** – We are community led, community-based, and exist and operate for the benefit of our communities. We are proud to have been saved through local activism and pragmatism - existing with, of and through our communities is our way of being.

**Fun and joy** – We try to do things that bring joy, and we like to have fun - whether that's through swimming, working or volunteering - being in *this* beautiful building should be a pleasure and bring a smile to our faces.

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## The Role

This is an exceptional opportunity to be the first CEO of a unique community-led heritage and leisure organisation at a pivotal moment in its history. You will hold the vision for the future of MRB, and lead through two distinct but interconnected phases, working closely alongside – and with significant support from – the Project Team and Board of Trustees.

### *Stage 1: Project Delivery (2026-2028)*

Working closely alongside our Project Team and Trustees, you will lead delivery of our National Lottery Heritage Fund activity programme during the completion of Phase 1 capital works (funded by Government and Birmingham City Council), and the implementation of Phase 2 capital works (funded by the Heritage Fund and others). You'll recruit and develop the Heritage Fund-funded Activity Plan team, act as co-client of the capital project, work alongside our local communities, hold key stakeholder relationships, and prepare for reopening. It will be essential that you take the learnings from both phases of Heritage Fund-funded activity, combined with the CIO's operation of the Baths from 2017 to the present, and ensure these learnings are fully integrated into planning.

### *Stage 2: Operational Launch & Leadership (2028 onwards)*

Transitioning from the capital project phase to the re-opening and operational phase, you will recruit and lead the full operational team to establish the newly transformed MRB as Birmingham's most inclusive swimming and wellbeing destination, and one of the city's best-loved heritage assets.

Throughout both phases, you will work alongside Trustees to pioneer new models of citizen-led governance and decision-making, ensuring local communities genuinely shape and lead what we do at MRB. This will be undertaken as part of the Citizens in Power network, which is working with cultural organisations to pioneer authentic citizen-led governance in the management of civic spaces.

## Key Responsibilities

### *Strategic leadership & vision*

- Work with Trustees, stakeholders and the community to champion, implement and continuously develop and grow the strategic vision for MRB.
- Own and continuously develop the business plan on behalf of the CIO and local communities.
- Lead the evolution of citizen-led governance models, ensuring authentic community leadership shapes all major decisions.
- Position MRB as a leading voice in community-led heritage stewardship, inclusive swimming provision, and democratic civic space management.

### *People & culture*

- Working closely with the Project Team and the CIO Trustees, recruit, induct, and develop a values-led, high-performing team across both project and operational phases.
- Create a positive, inclusive and learning-oriented culture that embodies MRB's values.
- Lead and support the management team (Swim & Gym Operations Manager, Wellbeing, Functions & Events Manager, Finance Manager).
- Champion volunteering as integral to the organisation's model and culture.
- Ensure all team members understand and contribute to citizen-led approaches.

### *Capital project leadership (as co-client)*

- Sit as co-client of the capital project alongside a MRB CIO trustee, and colleague from Birmingham City Council, working together to ensure that the finished project meets the organisation's needs.
- Represent MRB CIO's interests in capital project decisions.
- Develop and nurture proactive and effective working relationships with the Project Team, Design Team and contractors as necessary.

### *Business planning & financial sustainability*

- Hold overall responsibility for building and maintaining the financial health of MRB CIO, working closely with the Trustees.
- Ensure financial sustainability through robust business planning, income diversification, and prudent financial management.
- Lead business development across all income streams: swimming, gym, wellbeing hub, events, heritage tours, and community programming.
- Be accountable for financial management and budgeting, monitoring and reporting on financial performance against budget and projections, taking corrective action as needed.
- Build reserves and sinking funds to ensure long-term resilience.
- Balance social mission with commercial insight to achieve sustainability.

### *Operational excellence*

- Lead the setup and management of all operational aspects of the Baths to ensure a great experience for all users.
- Ensure the building is maintained to the highest standards in accordance with lease obligations and the Conservation Management Plan.
- Establish robust policies, procedures and systems for all operational areas including health & safety, safeguarding, HR, and compliance with these policies.
- Lead the team in all aspects of risk management, working within the parameters set by the Trustees.
- Oversee duty management arrangements and maintain high standards of customer service.
- Ensure the organisation meets all regulatory and legal requirements.

### *Partnership & relationship management*

- Build a strong working relationship with the Board of Trustees, ensuring open and purposeful channels of communication, and that reporting and governance requirements are met.
- Maintain and develop strong relationships with key partners including Birmingham City Council, National Trust, Historic England, World Monuments Fund, and the Friends of Moseley Road Baths.
- Build and nurture relationships with Balsall Heath community organisations, local businesses, neighbours, and residents, and with culture & leisure sector leaders locally and nationally.
- Work collaboratively with Balsall Heath Library and other local assets.
- Represent MRB at local, regional and national forums.
- Act as a key contact for the National Lottery Heritage Fund during and post project delivery.

### *Fundraising & income generation*

- Lead major fundraising efforts to support capital and revenue activities.
- Oversee and / or support the writing of compelling funding bids and manage grant relationships, working with consultants as needed.
- Build a network of supporters, donors and advocates.
- Work with Trustees to develop philanthropic and corporate partnerships.

### *Community engagement & citizen leadership*

- Champion and embed citizen-led approaches throughout the organisation.
- Ensure community voice shapes programming, decision-making and governance.
- Support the development of mechanisms for sortition, deliberation and rotation in decision-making.
- Build trust between MRB as an institution, and citizens.
- Ensure the CIO's membership model is used effectively for community participation.

### *Advocacy & communications*

- Act as a brilliant advocate for MRB locally, regionally, nationally and internationally.
  - Work with the Marketing & Communications Officer to ensure compelling storytelling across all channels.
  - Represent MRB in media opportunities.
  - Share learning and inspire others working in community-led heritage and leisure.
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## Person Specification

### Experience

Essential	Desirable
<ul style="list-style-type: none"> <li>● Significant senior leadership experience in arts, heritage, leisure, community, social change heritage, or related sectors.</li> <li>● Proven track record of financial management and achieving sustainability in complex organisations.</li> <li>● Experience of building and leading teams through periods of significant change or growth.</li> <li>● Strong business development, fundraising and income generation experience.</li> <li>● Strong experience of advocacy, partnership working and collaboration.</li> <li>● Experience working with boards of trustees or non-executive governance.</li> <li>● Demonstrable commitment to community engagement and participatory approaches.</li> </ul>	<ul style="list-style-type: none"> <li>● Previous CEO or equivalent leadership experience.</li> <li>● Leading or being a client of a major capital project.</li> <li>● Managing a venue or public-facing space.</li> <li>● Leading major fundraising campaigns.</li> <li>● Experience of working with citizen-led, deliberative or participatory governance models.</li> </ul>

### Skills & Knowledge

Essential	Desirable
<ul style="list-style-type: none"> <li>● Exceptional strategic thinking and business planning capabilities.</li> <li>● Strong financial acumen and commercial awareness balanced with social purpose.</li> <li>● Strategic and entrepreneurial - comfortable with a P&amp;L.</li> <li>● Outstanding relationship building and influencing skills.</li> <li>● Proven ability to translate vision into operational reality.</li> <li>● Experience of managing multiple stakeholders with competing priorities.</li> <li>● Understanding of charity governance and legal frameworks.</li> <li>● Knowledge of health &amp; safety, safeguarding and employment law.</li> </ul>	<ul style="list-style-type: none"> <li>● Understanding of the Birmingham / West Midlands cultural and civic landscape.</li> <li>● Experience of working in Balsall Heath – or a similar inner-city community.</li> <li>● Knowledge of swimming, leisure operations or visitor attractions.</li> <li>● Familiarity with major capital project delivery.</li> </ul>

### Personal Qualities

Essential	Desirable
<ul style="list-style-type: none"> <li>● Brilliant with people - able to make anyone feel welcome and listened to - able to inspire and motivate others.</li> <li>● A confident public advocate, able to represent MRB in a wide range of settings.</li> </ul>	<ul style="list-style-type: none"> <li>● Connection to or affinity with Balsall Heath, Birmingham and the West Midlands.</li> <li>● Lived experience that helps MRB connect with under-served communities</li> </ul>

<ul style="list-style-type: none"> <li>● Genuine belief in community-led approaches and willingness to share power, not just consult.</li> <li>● Resilient, adaptable, calm, and able to thrive in complexity.</li> <li>● Inclusive and collaborative leadership style.</li> <li>● Demonstrably committed to equity, diversity and inclusion.</li> <li>● Personal integrity and sound judgement.</li>   <li>● Creative problem solver with a pragmatic approach.</li> <li>● Sense of humour and ability to bring joy to the work.</li> </ul>	
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## Terms & Conditions

<b>Start Date:</b>	Ideally Autumn 2026
<b>Probation:</b>	6 months
<b>Notice period:</b>	3 months
<b>Annual Leave:</b>	25 days plus bank holidays, and your birthday off
<b>Pension:</b>	Employees benefit from a defined contribution workplace stakeholder pension via MRB CIO's chosen third party provider
<b>DBS Check:</b>	Enhanced DBS check required
<b>Location:</b>	During the construction period, the postholder will work from a combination of home, and hot-desking locations on Moseley Road. As the Baths reopen, the role will become fully based at MRB. At this stage, we anticipate the postholder will be on site for a minimum of four days per week.
<b>Flexible working:</b>	We are committed to being a flexible employer and welcome applications from candidates who may require flexible working arrangements. The role is contracted at 37.5 hours per week, and we are happy to consider how these hours are structured. Given the on-site nature of the role in its second phase, it is, however, unlikely to suit part-time arrangements.
<b>Other:</b>	Some evening and weekend work will be required for events or meetings. Reasonable adjustments will be made for disabled applicants. Appointment subject to satisfactory references and DBS check.

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## How to Apply

Please refer to the Candidate Pack for full information on the application process.

Moseley Road Baths CIO is committed to equity, diversity and inclusion. We particularly welcome applications from people from Balsall Heath and surrounding areas, and from groups currently underrepresented in arts, heritage and leisure leadership, including people from minoritised communities, disabled people, and LGBTQ+ people.