



# Chief Executive Officer Candidate Briefing Document



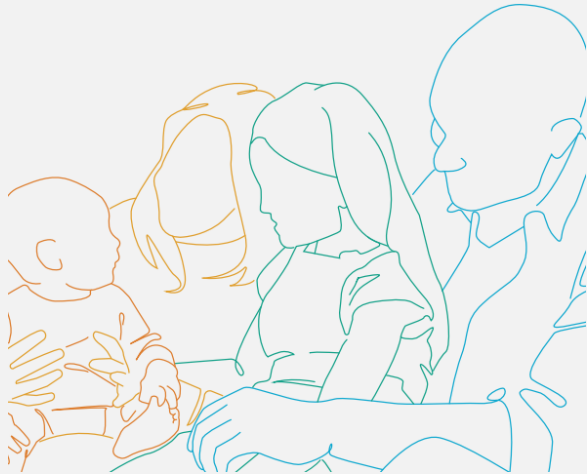
## ABOUT PARENTLINE

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Parentline is Ireland's national helpline for parents, guardians and carers. For 43 years it has provided free, confidential and non-judgemental support to parents navigating every aspect of raising children. In that time, it has supported over 160,000 parents across Ireland.

Along with the Helpline, Parentline offers a suite of targeted support programmes including the Non-Violent Resistance Programme (NVR) for families experiencing child to parent violence, the Supportive Parenting for Anxious Childhood Emotions Programme (SPACE) for families dealing with childhood anxiety and Parents Plus parenting courses.

For more information, please visit [www.parentline.ie](http://www.parentline.ie)



## VISION

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Our Vision is that no parent feels alone or unsupported.

## MISSION

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The main object for which Parentline is established is the advancement of community welfare by providing free, confidential and non-judgemental guidance and support to the parenting community, including, but not limited to parents, guardians, teachers and social workers, and to advance the education of the parenting community.

## VALUES

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1. Integrity
2. Empathy
3. Respect
4. Commitment
5. Good Governance

## RESOURCES

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Parentline has two paid staff including the CEO, plus over 60 volunteers. In 2025, Parentline had an income of c. €150,000 which is from a combination of Tusla funding and fundraising.

## GOVERNANCE

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Parentline is a registered charity and CLG, governed in full compliance with the Charities Governance Code by the Board of Directors, who are responsible for good governance and the strategic direction of the organisation.

## CONTEXT FOR APPOINTMENT

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After a record year in 2025, its sixth consecutive year of growth, Parentline has successfully delivered its 2023–2026 Strategic Plan and is now seeking a new CEO to build on this platform.

This is an opportunity to build on the success of the incumbent, deepen Parentline's national impact, and lead the organisation through the next phase of its strategic development.



## THE POSITION

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<b>Title</b>	Chief Executive Officer
<b>Reporting to</b>	Board of Directors
<b>Direct Reports</b>	1 Administrative Assistant
<b>Place of Work</b>	Carmichael, 4-7 North Brunswick Street, Dublin 7 (hybrid working arrangement)
<b>Contract Type</b>	Permanent, following successful completion of 6-month probationary period.
<b>Working Hours</b>	32-hour contract. Some flexibility may be required in respect of working hours to meet the needs of the role.

## ROLE SUMMARY

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The CEO is the public face, operational lead and strategic driver of Parentline. Working closely with a supportive and engaged Board, they lead a high-impact team including 60 volunteers, overseeing service delivery, volunteer management, fundraising and communications.

It is a hands-on, wide-ranging role with real autonomy, offering the chance to shape Parentline's next strategic cycle and ensure that no parent in Ireland feels alone or unsupported.

## Strategic Leadership

- Provide values-led leadership that inspires staff, volunteers and stakeholders, and embodies Parentline's mission that no parent feels alone or unsupported.
- Build and sustain a culture of wellbeing, inclusion and high performance across the team including volunteers, recognising that volunteer retention is central to organisational health.
- Lead the development of the next strategic cycle, working collaboratively with the Board to shape Parentline's ambitions, priorities and direction beyond 2026.
- Maintain a close and productive working relationship with the Chairperson and report to the full Board at each meeting on strategy, operations and risk.

## Operations and Service Delivery

- Lead staff and volunteer engagement and recruitment, ensuring all team members are appropriately trained, supported and supervised in their roles, with clear processes for onboarding, training and development.
- Oversee the day-to-day operational management of Parentline to the highest standards, ensuring quality and compliance across all functions.
- Lead the delivery of Parentline's targeted support programmes ensuring each is resourced, scheduled and evaluated effectively.
- Ensure robust internal systems, processes and controls are in place across finance, communications, record-keeping and compliance.
- Maintain a working knowledge of developments in parenting, child and family policy, and the broader community and voluntary sector to ensure Parentline's services remain relevant and responsive.
- Identify and develop new programme opportunities where demand and resources justify expansion, in line with strategic priorities.

## Public Relations and Communications

- Act as the primary public voice and ambassador for Parentline across all media; broadcast, print, digital and social.
- Drive Parentline's public awareness and PR strategy, proactively seeking opportunities to raise awareness of the service and the issues facing Irish parents.
- Maintain and develop Parentline's digital presence including website and social media channels, with a particular focus on growing engagement with younger parents.
- Represent Parentline at sector events, conferences and with statutory and non-statutory bodies.
- Oversee production of the Annual Report and other external communications.

## Fundraising and Partnership Management

- Develop, maintain and enhance a productive relationship with Tusla on a local and national level to ensure its ongoing support and commitment to Parentline.
- Effectively represent and promote Parentline and its interests to potential funders, not-for-profit organisations and government.
- Develop network and working relationships with related organisations with a view to maximising Parentline's profile, influence and resources.
- Plan and execute fundraising events and campaigns, and engage with current event fundraisers and support their initiatives.
- Explore and pursue new funding streams including philanthropic giving and programme-specific grants.



## Financial Management

- Work closely with the Treasurer and Finance Sub-Committee on budgeting, monthly reporting and variance monitoring.
- Hold overall accountability for the financial health of the organisation, managing income and expenditure in line with the Board-approved annual budget.
- Ensure financial controls, systems and reporting are robust, transparent and compliant with statutory and funder requirements including Tusla reporting obligations.
- Liaise with external auditors to ensure timely preparation and filing of annual accounts.
- Ensure compliance with Revenue, CRO and Charities Regulator financial reporting requirements.

## Governance and Compliance

- Ensure excellent governance policies, procedures, and practices are maintained across the organisation at all times.
- Maintain risk management frameworks and ensure legal compliance across all policies, procedures, and practices.
- Ensure full compliance with all statutory and regulatory obligations, including those of the Charities Regulator, Tusla, Pobal, and other relevant bodies.
- Provide timely, accurate, and relevant information to the Board of Management, enabling effective oversight and decision-making.

*This job description is not a definitive list of tasks; rather it is designed to give an overview of the job.*

*It is envisaged that the post-holder will use their own initiative and develop the job under guidance so that the organisation's aims are achieved.*

# PERSON PROFILE

This role requires a warm and values-driven leader who is passionate about making a meaningful difference in the lives of parents and families across Ireland. The ideal candidate will combine strategic vision with hands-on delivery, proactive in developing the organisation, securing funding, and driving service excellence.

A true people person with the ability to build supportive relationships with volunteers, the next CEO will bring genuine passion for parental wellbeing and family support, and will lead with integrity, empathy, and a commitment to ensuring that no parent feels alone or unsupported.

# CORE COMPETENCIES AND SKILLS



Core Criteria	Essential	Desirable
Natural leadership capability with experience of managing staff and/or volunteers.	✓	
Commitment to the vision, mission, and values of Parentline.	✓	
Excellent communicator with strong networking and stakeholder management skills.	✓	
Minimum 5 years' management experience in a similar-sized organisation.	✓	
Experience in leading the strategic planning process.	✓	
Good understanding of the Charities Governance Code.	✓	
Experience of building relationships with statutory/public sector agencies (e.g., Tusla, Pobal, HSE, etc.)	✓	
Track record in financial management and securing funding from statutory and philanthropic sources.		✓
Third Level qualification in Management, Marketing, Business, Finance, Resources or relevant discipline.		✓
Previous experience in the non-profit sector, including in a voluntary capacity.		✓

*If this role is of interest to you and you believe you have what it takes to be successful, but don't necessarily believe that you meet every single criterion above, please do still get in touch so we can discuss further how you may be a fit.*



## PRIORITIES FOR POST HOLDER IN FIRST 6 MONTHS

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In your first 6 months in the role, you will lead on the following priorities:

- ✓ Build strong working relationships with the Administrative Assistant, the team of 60 volunteers, the Chairperson, Treasurer and Board Directors.
- ✓ Develop a deep understanding of Parentline's services, programmes and day-to-day operations.
- ✓ Work collaboratively with the Board to develop the 2027–2030 Strategic Plan.
- ✓ Engage with Tusla and other key external partners and stakeholders.
- ✓ Familiarise yourself with Parentline's governance framework and policies, and participate in relevant governance training.
- ✓ Act as a confident and compelling public voice for Parentline in the media.
- ✓ Support the Board and external partners in progressing fundraising initiatives.

## REMUNERATION

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The salary range offered for this role is €70,000 - €75,500 (full-time equivalent), commensurate with experience.

### Non-pay benefits and supports include:

- 25 days Annual Leave (full-time equivalent)
- Employer pension contribution of 5%
- Mileage at civil service rates
- Hybrid and flexible working arrangements



## APPLICATION PROCESS

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**Recruitment for this role is being managed exclusively by 2into3.**

If you are a values-driven professional looking to take on a rewarding role, please send your CV and cover letter to **Orla Dolan, Consultant - Talent, 2into3.**

The closing date for applications is **Friday, 3<sup>rd</sup> July 2026.**

All enquiries regarding the role will be held in strictest confidence.

- **E-mail**                    [orla.dolan@2into3.com](mailto:orla.dolan@2into3.com)
- **Mobile**                    + 353 86 792 4696
- **Address**                    2into3, The Academy, 42 Pearse Street, Dublin 2, D02 YX88
- **Website**                    [www.2into3.com](http://www.2into3.com)

*Parentline is an equal opportunities employer committed to a diverse work environment and welcomes suitably qualified applicants from all sections of society.*

*At 2into3, we endeavour to make all reasonable accommodations to facilitate the participation of candidates in the recruitment process. Please let us know if you require any specific accommodations at any stage of the recruitment process.*

*All expressions of interest and applications received will be processed in accordance with GDPR requirements; please review our [Privacy Statement](#).*

