Endometriosis UK is a registered charity (1035810) and a company limited by guarantee registered in England and Wales No 2912853

Application Pack

Endometriosis UK Chief Executive

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3. Job description and person specification
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January 2016
Endometriosis UK Chief Executive job application

Many thanks for your interest in the role of Chief Executive of Endometriosis UK.

Endometriosis is a gynaecological condition affecting 1 in 10 women in the UK. Endometriosis UK provides information and support for women with endometriosis and works to raise awareness and support research into this life-devastating disease.

This is hugely exciting time to consider joining the Endometriosis UK team. Public awareness of endometriosis has recently increased following a series of high-profile media articles starting in The Guardian [http://www.theguardian.com/society/endometriosis](http://www.theguardian.com/society/endometriosis). We are looking for a Chief Executive to build on this momentum to strengthen our organisation and bring about change for women with endometriosis. The ideal candidate will have a track record of effective leadership and income generation and be able to demonstrate passion, integrity and a shared ambition to improve the quality of life of women with endometriosis.

For more information about our work and our staff team and trustees please visit [https://www.endometriosis-uk.org/](https://www.endometriosis-uk.org/).

Please do feel free to contact me for an informal conversation about the role. Informal conversations can be arranged by contacting assistant@endometriosis-uk.org or by calling 020 7222 2781.

I very much look forward to receiving your application.

Yours sincerely

Angela Style, Chair

Endometriosis UK is a registered charity (1035810) and a company limited by guarantee registered in England and Wales No 2912853
2. Information about how to apply for the role

Please send a cv (maximum 2 sides of A4) and a personal statement outlining how you meet the requirements of the person specification (maximum 3 sides of A4).

Closing date for applications – noon Thursday 25 February 2016.

Please send completed applications in PDF format by email to assistant@endometriosis-uk.org or by post marked for the attention of Angela Style, Chair, Endometriosis UK, Suites 1 – 2, 46 Manchester St, London W1U 7 LS.

First interviews will be held in Central London on Wednesday 9th March. Interviews will be carried out a small panel of trustees including Angela Style, Chair of the Board of Trustees and Melissa Longley, Vice Chair.

Final interviews will be held in Central London on Wednesday 16th March.

We welcome applications from those who wish to work on a part time or flexible basis.

Please get in touch if you have any questions or would like to arrange an informal conversation to discuss the role. Please email assistant@endometriosis-uk.org or call 020 7222 2781 to arrange this.

For more information about Endometriosis UK, including annual reports and accounts please visit www.endometriosis-uk.org

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ENDOMETRIOSIS UK

CHIEF EXECUTIVE JOB DESCRIPTION

JOB TITLE          Chief Executive
REPORTS TO:        Chair of the Board of Trustees

Salary – £50,000 pa

Location – London

Endometriosis UK is the largest UK charity devoted exclusively to endometriosis, a gynaecological condition affecting 1 in 10 women. This is an exciting time to join Endometriosis UK following a recent increase in media attention and public profile and we are seeking a dynamic and driven individual to build on this momentum. Proven fundraising and leadership ability are essential, as is a willingness to take a hands-on approach to moving the charity forward.

MAIN PURPOSES OF THE JOB:

i) Work with the Board of Trustees to develop long-term growth strategy for the organisation
ii) Deliver vision, mission, objectives and values and lead on implementation of strategy through appropriate plans and in accordance with agreed policies and decisions made by the Board of Trustees
iii) Ensure the charity is well-run and meets its governance and legal responsibilities and the needs of women with endometriosis
iv) Enhance the profile of Endometriosis UK
v) Develop a long-term and sustainable fundraising strategy for the organisation.

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MAIN DUTIES AND RESPONSIBILITIES

Leading and managing the organisation

- Work collaboratively with the Board of Trustees and stakeholders to develop long term strategies to enable the charity to achieve its vision, mission, values and objectives.
- Lead on the implementation of strategy. Develop plans and budgets and monitor and review progress towards objectives.
- Ensure the organisation is responsive to changing circumstances and the needs of stakeholders including Endometriosis UK members and women with endometriosis and their families and can demonstrate its impact and value.
- Review the organisation’s policies periodically to ensure they are consistent, pertinent and practised throughout the organisation.
- Lead, motivate and manage staff (currently a team of 9, 5 FTE) and volunteers and create a climate that attracts, retains and motivates staff and volunteers.
- Protect the people and assets of the charity by ensuring that the charity meets constitutional, governance and legal obligations.

Fundraising and financial management

- Define and secure the necessary human, material and financial resources for Endometriosis UK to make progress towards its long term goals.
- Secure funding for the current and future work of the charity by developing and growing diverse and sustainable restricted and unrestricted income streams.
- Develop, manage and steward relationships with partners, funders and potential funders and foster networks that support effective fundraising.
- Have responsibility for day-to-day financial management of the organisation including devising annual budget for agreement by the Board of Trustees, managing income and expenditure in line with budget and identifying and managing financial risk.

Profile and awareness

- Work to raise the profile of endometriosis and Endometriosis UK in ways which support the long term goals of the organisation.
- Act as a spokesperson for the organisation with the media.
- Represent the charity to a wide range of external stakeholders including government, statutory and voluntary bodies, together with other relevant organisations and foster good relations with such external bodies at all times.
- Ensure that all information produced and disseminated by the charity about endometriosis is evidenced, reliable, clear, up-to-date and of a high quality.

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Support for the Board of Trustees

- Work in collaboration with the Board of Trustees and other stakeholders to develop strategy and policy. Report on progress against targets to the board
- Ensure effective administration of governance including board meetings
- Optimise the use made by Endometriosis UK of the skills and expertise available from members of the board.

Person Specification – Chief Executive

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<thead>
<tr>
<th>Qualifications and experience</th>
<th>Essential</th>
<th>Desirable</th>
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</thead>
<tbody>
<tr>
<td>Degree or equivalent experience</td>
<td>✓</td>
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<tr>
<td>Leadership within a charity including inspiring and motivating staff, volunteers and supporters and working with a Board of Trustees</td>
<td>✓</td>
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<tr>
<td>Strategic and operational management including development and delivery of strategy and business plans</td>
<td>✓</td>
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<tr>
<td>Strong financial management experience</td>
<td>✓</td>
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<tr>
<td>Strong fundraising experience and track record of generating income from diverse restricted and unrestricted income streams and developing case for support</td>
<td>✓</td>
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<tr>
<td>Working with the media including acting as a spokesperson</td>
<td>✓</td>
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Skills, abilities, knowledge

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<tr>
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<th>Essential</th>
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<tbody>
<tr>
<td>Excellent communication skills (written and oral) including ability to draft complex policy/procedural documentation and ensure a high standard of information provision on a complex medical condition</td>
<td>✓</td>
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<tr>
<td>Highly developed interpersonal skills, demonstrating tact, diplomacy and high standards of integrity</td>
<td>✓</td>
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<td>Ability to represent the charity and build relationships with a range of external and internal stakeholders and supporters and to network effectively</td>
<td>✓</td>
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providing support increasing understanding
<table>
<thead>
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<th>Qualifications and experience</th>
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<tr>
<td>Understanding of impact measurement and how to communicate impact</td>
<td>✓</td>
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<td>Understanding of the voluntary sector, charity law and governance</td>
<td>✓</td>
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<td>Understanding of UK health policy and delivery</td>
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<td>✓</td>
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<tr>
<td>Understanding of marketing and membership functions including digital communications</td>
<td>✓</td>
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<td>Competent in use of computer applications and databases relevant to the role</td>
<td>✓</td>
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<td>Ability to promote equal opportunities and understanding of issues relating to diversity</td>
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**Qualities, strengths, attitude, approach**

<table>
<thead>
<tr>
<th>Qualities, strengths, attitude, approach</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Leadership</td>
<td>✓</td>
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<td>Willingness to take a hands-on approach when necessary as part of a small team</td>
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<td>Team worker with collaborative and flexible approach</td>
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<td>Positive, proactive, determined, agile and innovative</td>
<td>✓</td>
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<td>Commitment to empowering service users to make informed choices</td>
<td>✓</td>
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<td>Available to work outside normal office hours (including some weekends at events with volunteers and supporters) and to travel on Endometriosis UK business as required</td>
<td>✓</td>
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December 2015
Empowering Women: Endometriosis UK Strategic Plan 2015-19

Introduction

Endometriosis UK has made great strides in developing and delivering high-quality support services for sufferers and in raising awareness. Our strategy to 2015 successfully stabilized the charity following challenging times. But there is still much to do: endometriosis is a lifelong, life-changing disease that is as common in women as asthma and diabetes. In spite of this, little is known about endometriosis in the UK, even amongst non-specialist health care professionals (HCPs). Women wait, on average, 7.5 years for a diagnosis. During this time the disease can progress, often causing pain and suffering that has an adverse effect on quality of life. Severe endometriosis affects work, relationships, fertility and just about every aspect of life you can imagine; sufferers must be given a voice and empowered.

In this ambitious new strategic plan we aim to consolidate and improve our services, with an intensified emphasis on campaigning for greater public and political awareness of the disease. In turn this focus will allow us to improve resourcing, enabling the charity to grow in the areas of service delivery, research involvement, sphere of influence and links with the NHS in England, Northern Ireland, Scotland and Wales.

The charity will continue to work in 4 domains:

- Service delivery
- Information
- Research
- Campaigning

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Strategic Outcomes 2015-19

Endometriosis UK is committed to delivering the following strategic outcomes throughout 2015-19:

1. **Better quality of life for women with endometriosis**
   - Increased reach of support services
   - Women will be at the centre of support service design
   - All women with endometriosis will have access to the information they need for self-management

2. **Better health care for women with endometriosis**
   - Earlier diagnosis
   - Increased numbers of BSGE centres
   - Increased awareness of the disease amongst non-specialist HCPs
   - Increased research funding

3. **Increased public and political awareness of endometriosis in the UK**
   - Greater prominence on the national health agenda
   - Greater prominence on the political agenda
   - Increased public awareness

Strategic Aims 2015-19

In order to achieve these strategic outcomes, Endometriosis UK will focus on four strategic aims. Aims 1-3 are the ‘what’ and Aim 4 is the ‘how’:

1. Improve service delivery
2. Increase campaigning

   providing **support** increasing **understanding**
1. Service delivery

Endometriosis UK already delivers excellent services given existing resources. These services include support groups, a telephone helpline and an online forum.

In light of recent consultation work we understand more about how and where improvements can be made. We will refine this knowledge and implement a programme to improve reach and quality. We will do this by focusing on 5 main areas:

- Improve information through Information Standard accreditation and develop a series of factsheets on BSGE centres
- Increase the number of support groups by 30%
- Increase helpline open hours to 7 days a week, 12 hours a day
- Develop an advocacy programme
- Develop impact measurement through a structured process of consultation, evaluation and monitoring

2. Campaigning

The charity has a history of effective campaigns for greater awareness of endometriosis, but in 2015-19 there will be a greater focus on campaigning strategy, honing message and increasing impact. We will achieve this by developing both public and political awareness campaigns in 5 main areas:

- Review corporate identity including values
- Develop a theory of change

providing support increasing understanding
• Increase public awareness through a program of annual campaigns
• Map out and increase involvement with the health frameworks of the 4 nations, including national and local levels and HCPs
• Develop and implement impact measurement systems

3. Research

Endometriosis UK supports research wherever it can with no existing research fund. Although research into endometriosis has increased over the past decade, the case for the inclusion of endometriosis on the Quality and Outcomes Framework and other areas of the national health agenda would benefit from a nationally coordinated approach to research and a research review. In order to work towards this, our Research Strategy will focus on 3 main areas:

• Targeted annual research plans
• Increase partnerships and collaborative working
• Carry out an internal data review

4. Resourcing

With the exception of Department of Health project funding, Endometriosis UK receives no delivery funding from statutory sources. The majority of funding comes from donations and fundraising and the charity aims to develop funding streams. Our wonderful volunteers are a valuable resource, saving the charity up to £140,000 each year and we will work even harder to retain and develop them. We will also review existing resources and ensure the

providing support increasing understanding
charity is working as efficiently as possible to optimise delivery with what we have. In order to achieve this our Resource Strategy will focus on 5 main areas:

- Develop fundraising strategy
- Membership review
- Utilise impact measurement systems to diversify income streams and increase existing ones
- Develop robust financial accounting and management systems
- Invest in staff and volunteer support, training and development

April 2015