



Executive
Director of
Research &
External Affairs

Welcome

Dear Candidate

Thank you for your interest in becoming our new Executive Director of Research & External Affairs.

Over 100,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work and do the things we enjoy. But it doesn't have to be this way.

The MS Society is a community of people living with MS - scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more - and better - treatments for everyone. Together, we are strong enough to stop MS.

We're in the midst of an exciting, transformational period which builds on our great history and will drive us towards achieving our mission and vision as we embark on our new five-year strategy.

Our new Director of Research and External Affairs will therefore be joining a charity that is moving at pace, at a time when influencing change and achieving maximum impact for those living with MS is more important than ever. A key member of our Executive Group of Directors, you will provide strategic direction for the Society's research and external affairs - leading and embedding two newly merged directorates - and contribute to our wider strategic direction, ensuring the Society as a whole, achieves its goals.

We're looking for an experienced leader who will develop a compelling and challenging strategy across both research and influencing. Whether your roots are in research or external affairs, you will be a strong communicator who can persuade and influence across a broad stakeholder map. With a successful track record of operating in an organisation of comparable scope and scale, you will bring the skills and experience to lead and develop a talented, multidisciplinary team that will deliver real change through our research strategy and put the issues facing those with MS at the heart of policy making within government.

Whatever your background, you will be deeply passionate about the health and rights of people living with MS, and be inspired to provide a powerful voice for change across the UK and internationally.

I very much look forward to hearing from you.

With best wishes

Nick Moberly
Chief Executive



MS Society Values

Our mission is to enable everyone affected by MS to live life to their full potential and secure the care and support they need until we find a cure.

Bold

We are brave and innovative. We're not afraid to take risks and speak out, even when it is not easy. We are pioneering and dynamic in our approach to achieving our goals. We will campaign and push boundaries, and will not give up until we have stopped MS.

Expert

People with MS are experts in their own condition. We bring together their own experience and knowledge, along with that of staff, volunteers and professionals, and the best available evidence, to improve the lives of people affected by MS.

Ambitious

We do not accept the status quo. We set high standards and work hard to reach them, driving real change. We push the boundaries and are positive about stopping MS.

Together

We achieve success by working with the whole MS community. We are collaborative and inclusive in our approach to succeed in delivering our goals. Everything we do shows we support and care about each other.



Main Purpose of the Role

Job title: Executive Director of Research and External Affairs

Responsible to: Chief Executive

Purpose:

- To provide leadership and strategic direction for MS Society's research, external affairs and campaigning, policy and press teams.
- As a member of the Executive Group, to contribute to the strategic leadership of the organisation as a whole, to ensure the achievement of our organisational goals and deliver the maximum impact for people affected by MS.

Key Relationships:

The post holder reports to the CEO and will work closely with:

- Trustees, Executive Group Directors and other senior managers across the charity.
- The Income and Engagement Directorate.
- Teams across the charity who are engaged in our external affairs activity, including volunteers working nationally and locally.

The post holder will also be expected to build and foster collaborative external relations with:

- Research scientists and other clinical and scientific professionals.
- International MS research partners.
- Other charities with an interest in MS, neurology, health, social care and welfare.
- Relevant professional organisations, both as crucial allies in and targets of our influencing programmes.
- NHSE, Government departments and agencies, Ministers, Parliamentarians and health system leaders.
- Local authorities, health, CCGs, Health and Well Being Boards and other relevant commissioners and providers.
- External advisers the charity engages to formulate credible and expert policy positions.
- Key media contacts and celebrity & VIP supporters.
- Philanthropic donors and Trusts.

Key Accountabilities:

The key accountabilities of the postholder underpinning this leadership are:

1. Strategic leadership of the research, external affairs and campaigning, and policy teams, and the press office.
2. External stakeholder management, networking and collaboration.
3. Operational delivery and improvement.
4. People management.
5. Financial management, including complex research grants budget.
6. Monitoring and reporting on performance.

Detailed Responsibilities

1. Research

- Being a leading authority on matters related to the MS Society's Research agenda, providing advice on policy and strategy.
- Building support and funding for the MS Society's research priorities and programme.
- Representing the Society at external national and international meetings relating to research.
- Identifying and developing collaborative relations with governmental and non-governmental organisations, donors, trusts and other key stakeholders (including our partner MS organisations) to raise the profile of MS and to lever additional funding to support the Society's research strategy.

2. Evidence, Policy and Knowledge Management

- Ensuring that all policy initiatives are evidence based and are in line with agreed policy development process and governance and ensuring people with MS have been consulted where appropriate.
- Defining policy objectives necessary to promote best practice and the interests of people affected by MS and making recommendations about issues selection and international, national and local influencing.
- Ensuring effective integration of evidence and policy issues across the MS Society in the UK to inform operational and other work.
- Promoting and disseminating relevant policy and best practice internally and externally and using insight to influence professionals and commissioners and drive product selection and innovation at the MS Society.
- Coordinating the formulation of coherent policies on issues concerning MS across the UK, working with country directors and others as appropriate.
- Scanning external and policy environments for changes that may impact the MS Society and people affected by MS, and ensure the MS Society use evidence and insight to drive corporate strategy and product selection and innovation.

3. Campaigning and external affairs

- Leading on the national and local influencing strategy ensuring effective changes to policy and practice (including legislation, regulation and commissioning), in line with the MS Society's key policy and practice objectives and co-ordinate this activity across the 4 nations.
- Developing an effective and proportionate local campaigning offer.
- Developing and rolling out a new high impact approach to addressing unwarranted variation and improving the quality of services nationally.
- Leading on strategic collaborations with influential partners and potential allies, including the Care and Support Alliance, Disability Benefits Consortium and the Neurological Alliance. Influence the direction of these collaborations to help achieve better outcomes for people affected by MS.

4. Communications Strategy, Public Relations and Reputation Management

- Working closely with the Income and Engagement Directorate to contribute to the delivery of a coherent marketing strategy that increases supporter numbers and engagement.
- Protecting and growing the MS Society's external reputation as a source of trusted and independent news and information about MS and ensure the voice of people with MS has a place at the forefront of public debate.
- Devising and implementing an integrated PR programme in line with organisational objectives and ensuring we have a team of confident and trained spokespeople.
- Ensuring the development, growth and impact our celebrity programme.

Detailed Responsibilities

5. Operational delivery and improvement

- Being accountable for the effective day to day management and delivery of functions within the Directorate.
- Focusing the work of the Directorate to deliver the 3 year departmental business plan and contribute to the achievement of the Society's strategic aims and priorities.
- Ensuring a clear focus on driving improvements in quality, impact and performance.
- Ensuring we are compliant with any industry standards regarding the funding and management of all research.
- Ensuring we retain relevant quality marks retaining to our research processes and practices.

6. Financial Management

- Proposing and being accountable for the efficient management of expenditure including effective budget preparation, planning, monitoring and review.
- Ensuring effective financial and resource management.

7. People Management

- Being responsible for the leadership, recruitment, development, retention and appraisal of staff in accordance with the standards set out in the Human Resources policies and procedures.

8. Monitoring and reporting on performance

- Being accountable for the analysis and evaluation of performance information, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken in a timely manner to enable corrective action to be taken when required.
- Ensuring the social impact of the department's work is measured in accordance with the MS Society's research impact framework.

9. General

- Being compliant with MSS's governance procedures.
- Ensuring compliance with MSS policies including those on working with people with MS, Volunteers, Recruitment, Safeguarding, Health & Safety and Equality & Diversity.
- Ensuring compliance with MSS guidelines on the requirements of Disclosure, where applicable.

Digital approach skills:

- Leading by example, encouraging and role modelling transparency, learning from failure, reducing complexity, user centricity, seeking feedback and ideas from all and using expertise from within.
- Collaborating using a variety of methods and tools.
- Communicating through a variety of approaches and tools.
- Applying new technology and techniques in improving efficiency, quality and impact.
- Learning through peers and experimentation, sharing the results and learning from them.
- Keeping abreast of the digital landscape, innovation and the application of new initiatives, tools or techniques.

Other Duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands.
- To undertake any other works as could be expected of a Director.

Person Specification

Knowledge and Experience

- Demonstrable experience of contributing as a member of a leadership team determining strategic direction and delivery in an organisation of comparable size and complexity.
- **Experience of either one or both:**
 - Leading multi-disciplinary research programmes, including a track record of building successful partnerships with medical research organisations and engaging the research community
 - Negotiating and working in collaboration with public, private and voluntary organisations to influence policy and shape action, and of leading successful public affairs and PR campaigns that have achieved changes to national policy and practice.
- Knowledge of health and social policy, and a sound understanding of the political environment across the UK.
- A proven track record of success in leading and managing teams to deliver high quality results to deadlines.
- Proven planning, programme and project management experience to control effective use of resources.
- Evidence of continuous professional development.

Desirable

- Qualified to doctorate (PhD) level in a relevant discipline or equivalent experience.

Skills and Attributes

- Strong leadership and management skills.
- A strategic thinker able to contribute effectively to organisational direction.
- The ability to focus on impact and deliver outstanding results.
- Exceptional interpersonal skills, and able to influence/persuade a wide range of stakeholders.
- Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences.
- Demonstrable commitment to collaborative team work.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Strong commitment to the vision and values of the MS Society.



Terms of Appointment

Salary

This role attracts a competitive package. Starting salary will be dependent on experience.

Location

As part of our transformation programme, we are planning to move from our current National Centre in Cricklewood, NW London to a different location in London. We are currently defining where and what type of accommodation this will be and we really want our staff to be involved in that decision and therefore we don't envisage a move before Sept 2020.

Pension

Contributory pension scheme (standard employer contribution of 6%)

Annual leave

35 days (28 days annual leave plus bank holidays)



How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Katy.Giddens@starfishsearch.com or Juliet.Brown@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/ms-society-research-external-affairs/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria.

We would be grateful if you would also tell us your current salary details (we do not disclose this to our clients without your consent).

Closing date	Friday 3rd July 2020
First round interviews	w/c 13th July 2020
Agreement of the final shortlist	w/c 20th July 2020
References taken up for shortlisted candidates	To follow shortlist
Interviews with MS Society	w/c 27th July 2020

MS is a condition that doesn't discriminate and at the MS Society our commitment to our people is to provide equal opportunities for everyone employed here. We actively encourage applicants from underrepresented groups. If you need any adjustments made to the application process to accommodate your needs, please let us know.



