



**VERSUS  
ARTHRITIS**

Chief Executive  
Officer

# Introduction from the Chair

Welcome to Versus Arthritis. Thank you for considering this exciting opportunity to join us as our next CEO at such a pivotal stage in our charity's evolution.

Versus Arthritis was created in 2018, following the merger of Arthritis Research UK and Arthritis Care. From the beginning our driving ambition was to demand and deliver better answers for people with arthritis. We're proud of everything we've achieved so far, but there is so much more to do.

## Our new CEO

- Will share our passion and conviction that the world should no longer tolerate the impact of arthritis.
- Will ensure the 10 million people with arthritis in the UK are at the heart of everything we do, as we work with and for them through our research, campaigns and service delivery.
- Will provide the strategic leadership and direction needed to build on the strong foundations we've already established and inspire others to join us in the push against arthritis.

Our organisation is in a period of significant change and growth. During the COVID-19 pandemic, the needs of people with arthritis have also become more acute, highlighting the importance of our mission. We are undertaking a Strategic Review which will help us balance our budget, streamline our operations and embed the foundations we need for a sustainable future. We will launch an exciting new Research Strategy in October 2021 and organisational strategy in 2022. We need a bold and inspiring CEO who can help us to evolve. You will lead on the execution of our organisational strategy, setting out clear priorities and a strong commitment to achieving the greatest impact for people with arthritis, through our unique blend of research, support and campaigning.

As a young charity, with a complex heritage, we need a CEO who is adept at building confidence, understanding and collaboration across our wider community, so we can deliver our vision together. Our new CEO will inspire our staff and community of volunteers and supporters to deliver significant growth in our profile, influence and services. We'll need to change what we do and how we work, and our new CEO must be ready and able to direct us through that change. Central to this will be optimising and streamlining our use of data and digital, developing a new service delivery model and growing our supporter base. You will lead the charity toward sustainable success with innovation and creativity, playing a particularly active role in helping us to diversify our income.

We want our employees, volunteers and Trustees to represent the broad diversity of the communities of which we are a part, and for our research, services and influencing work to reflect the diverse needs of all those living with arthritis. Through our diversity and inclusion strategy, we have committed to ambitious targets to increase the diversity of our charity by 2024. You will be a visible and vocal advocate for our organisational culture and strategy, ensuring our commitments are reflected in the lived experiences of our staff and volunteers. You will champion this work with authenticity and genuine commitment, understanding why getting this right is so important and guiding us through any resulting challenges and opportunities.

The Board and I are excited to begin the next phase of Versus Arthritis' history. People with arthritis need us to do more. We are looking forward to continuing to demand and deliver better answers for everyone living with the pain, fatigue and isolation that arthritis causes.

**Rodger McMillan**  
Chair, Board of Trustees

Versus Arthritis was formed in 2018, following the merger in 2017 of two of the UK's largest arthritis charities, Arthritis Research UK and Arthritis Care. Both charities recognised they could have a bigger impact by combining their strengths. Arthritis is one of the UK's biggest health problems. Right now, over 10 million children, young people and adults across the UK are living in pain. We refuse to accept arthritis cruelly stealing life from people. Our vision is clear: a world that no longer tolerates the impact of arthritis. We're 10 million people living with arthritis. We're healthcare professionals, researchers, carers and supporters. All of us Versus Arthritis.

## Defying arthritis together

Too many people accept the daily pain, fatigue and isolation that arthritis causes. Too many dismiss it as 'just a bit of arthritis'. But we don't accept it.

We are constantly campaigning to challenge the misconceptions around arthritis and to ensure that arthritis is recognised as priority in the UK.

From challenging and **influencing Government** to get the big decisions right, to working with **people with arthritis and our supporters** we are making real headway.

Together we're stronger. With your time, energy and generosity, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority, challenge how people see arthritis and ensure that everyone has access to the best information, advice and support they need, whenever they need it.

Watch **Sally's story** and see how our volunteers help people with arthritis to live better lives. **Join us** and we can do more to support people with arthritis.

## Giving strength when you need it

We know how much strength it takes to live with arthritis. When you need support, we are here to help in whatever way you need us – on the phone, online or in person. Watch the **video** to find out more about us.

You can:

- speak to our trained advisors by calling our **arthritis helpline**
- share experiences and advice with other people with arthritis on our **online community**
- find **face-to-face support in your area**
- ask our **arthritis virtual assistant** a question at any time of the day.

## Creating change

There are too many people with arthritis who are living in pain without access to good enough care or treatment. That's why we are bringing together **researchers** from across the world, funding them to develop more and better treatments. And we are working with **healthcare professionals** in their development so that they can support people with arthritis.

## Partnerships

Our partners play a huge part in improving the lives of those living with arthritis. We create transformative, sustainable and mutually beneficial partnerships that will inspire and change lives.

From sponsorship and cause-related marketing, to multi-year strategic partnerships, read more about how our partnerships support our **10 million Versus Arthritis appeal**.

Also **read about Arthr** - a new social venture that makes brilliant products for better living. Arthr is a forward-thinking social venture powered by Versus Arthritis on a mission to design, develop and champion brilliant, well-designed products.



# Job Description

<b>Job title:</b>	Chief Executive Officer
<b>Reports to:</b>	Chair of the Board of Trustees
<b>Direct reports:</b>	CEO Business Manager Director of Corporate Services Director of Digital, Data and Technology Director of Income Director of Marketing, Communications and Engagement Director of People and Organisational Development Director of Planning and Operations Director of Research Director of Support and Services
<b>Key relationships:</b>	People with arthritis and their representative groups Trustees Peers within the charity and medical research sectors Relevant government, healthcare and policy networks High value donors, funders and partners Staff and volunteers

## About Versus Arthritis

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, researchers, editors, accountants and service providers all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly for arthritis to be seen as a priority and support each other whenever we need it. Together, we're making real progress. But there's still a long way to go, and we won't stop until no-one has to tolerate living with the pain, fatigue and isolation of arthritis.

The Organisational Leadership Team (OLT), led by the CEO, are expected to:

- Be leaders for Versus Arthritis first and their areas of expertise and responsibility second.
- Provide clear, confident articulation of purpose and direction of travel.
- Role model and actively embed our values and behaviours across all of our activities.
- Actively champion our brand values with energy and dynamism.
- Be visible when and where needed both internally and externally.
- Inspire, motivate, support, challenge and develop our people.
- Seek out, support and act on the input and recommendations of expert leads.

## Role purpose:

This role is accountable for providing the strategic leadership and direction that enables Versus Arthritis to fulfill its purpose and thrive. As CEO you will ensure the organisation continues to meet the needs of people with arthritis by growing our impact, building our brand, leading campaigns and ensuring our financial sustainability. In doing this you will ensure Versus Arthritis remains a great place to work and volunteer, and a fantastic charity to support.



## **Main Responsibilities**

### **1. Overall organisational performance**

- Leadership and management of the charity in the execution of its activities within the framework set by the Board of Trustees.
- Ensuring organisational performance is to agreed standards and measures.
- Ensuring the organisation effectively discharges its governance, constitutional and legal responsibilities.

### **2. Strategic development and delivery**

- Leading work to ensure the organisation has a clear multi year strategy and direction, supported by appropriate delivery plans and budgets.
- Ensuring strategy and delivery plans are appropriately co-designed and delivered with a range of internal and external stakeholders.
- Leading for a culture of fierce prioritisation, ensuring the organisation effectively focusses it's efforts and resources to make the greatest impact.
- Leading for and embedding a culture focused on delivery where we have high expectations of each other and consistently meet them.
- Leading for a culture of creativity and innovation, both in our work to support people with arthritis and in our internal ways of working.

### **3. Organisational culture**

- Leading by example in terms of prioritisation and delivery; setting goals and being measured against them. Setting clear expectations and following up transparently for optimum impact.
- Ensuring issues of diversity and inclusion are at the heart of the Versus Arthritis culture and central to all organisational developments, including by ensuring the organisation is delivering against an agreed strategy and action plan for diversity and inclusion.
- Be a clear leader for issues of diversity and inclusion, personally role modelling our commitment to this.
- Be a visible leader for wellbeing, personally role modelling our commitment to this and ensuring it is at the core of how we work or volunteer together.

### **4. Creating and maintaining a financially sustainable organisation**

- Ensuring the organisation has an operating model that continues to meet the needs of people with arthritis and is financially sustainable.
- Ensuring a culture and practice of actively considering new, more efficient and more creative ways of generating income.
- Playing an active role in fundraising, through personal actions and active engagement with the fundraising strategy, and through the mobilisation of relevant networks.

### **5. Leadership and Management**

- Leading and managing OLT, collectively and individually, ensuring performance against agreed measures and supporting the ongoing professional development of the team and individuals within it.
- Be a visible and accessible leader across the organisation, accessible to staff and volunteers and working to inspire, motivate and support them in experiencing Versus Arthritis as a great place to work and volunteer.

### **6. Advocacy and influencing**

- Creating, developing and leveraging a strong external network in support of Versus Arthritis ambitions, including through engagement in relevant sector, policy and research communities.
- Enhancing our brand and facilitating work to grow our supporter base, by acting as the senior media spokesperson for Versus Arthritis and by being a visible and passionate advocate for our work and ambition.

# Person Specification

## Knowledge and Experience

- Experience of the impact of a long-term health condition, either personally or through a close connection, and ability to draw upon insights to lead with passion and authenticity.
- Significant experience of senior leadership and management within a complex organisation or an organisation of similar scale or breadth, able to empower and challenge individuals to achieve organisational and personal goals.
- Understanding of the role of data and digital in driving organisational developments and particularly in relation to supporter engagement with an ability to effectively lead for this as CEO.
- Experience of working in the charity sector in some capacity.

## Skills and Abilities

- A skilled and inspiring communicator and campaigner, able to effectively influence and engage diverse stakeholder groups internally and externally including media, government, staff, volunteers, and partners and funders within the health, social care and research communities.
- Ability to effectively lead to financial sustainability, and able to make sound use of financial controls and metrics in support of this goal.
- Commercial acumen and an ability to effectively utilise this in a charity context.

## Styles and Behaviours

- Evidence of proactively advancing a positive, equitable, diverse and inclusive culture in a comparable organisation/at a comparable scale.

## Desirable

- Experience of working to improve the lives of people with arthritis.
- Experience of working in health or social care, or associated basic or clinical research/sciences.
- Experience of media engagement and acting as an organisational spokesperson.
- Proven ability to create and maintain a high performing partnership with Trustees and senior volunteers, characterised by mutual trust and respect and with high levels of support and challenge.
- A proven commitment to ongoing reflection and personal development, including by inviting and responding to feedback, and encouraging this culture in others.



# Terms of Appointment

At Versus Arthritis, we want to be a great employer, focusing on flexibility, inclusion, collaboration and health and wellbeing. We live our values, putting people with arthritis at the heart of what we do. We believe our employment offer is compelling and competitive. It's been developed with our people to reflect what matters most to them, the value that we place on people and our beliefs as a charity.

## Salary

The salary for this role is £130,000 per annum on a full-time permanent basis.

## Location

Our working environments and practices encourage and support you to have greater control in where, when and how you work. You will be supported to work flexibly, collaboratively and inclusively to meet your needs and the needs of the organisation. From standing-friendly meetings and smart use of technology, to flexible working hours and locations, we want our people to have a healthy work/life balance. Flexible location, but regular presence in Chesterfield and London will be required.

## Pension

When you start, you'll have access to free and independent pension advice through Lucas Fettes Financial Planning Ltd. If you qualify you'll be auto-enrolled into our group personal pension plan provided by Royal London. To start with you'll contribute 3% and we'll put in 6%. After your first year you'll have the option to increase it to 5% and 10%.

## Annual leave

When you start, you'll be entitled to 34 days annual leave including public holidays, rising incrementally to 38 days annual leave after you've been here four years.

## Additional benefits

- **Health and wellbeing**  
We're committed to the health and wellbeing of all our employees and we aim to be an exemplar employer for people with arthritis and other musculoskeletal conditions. After completing their probationary period, employees can access 'My Healthspan', our personal, confidential and holistic health review. My Healthspan is designed to enable you to support and develop your health and wellbeing, in particular your musculoskeletal health. We also provide a health plan scheme which supports you with health care costs for everyday health treatments such as dental check-ups as well as physiotherapy and other complementary therapies.
- **Discounted gym membership**  
Benefit from discounts at over 3,300 gyms, spas, pools, studios and outdoor fitness events across the UK. This includes all the main UK chains, low cost operators, many leisure centres and studios offering yoga, Pilates and CrossFit.
- **Eyesight tests**  
We make a contribution towards the cost of your eyesight test and prescription glasses or contact lenses, helping you maintain good eye health.
- **Advice and support services**  
You'll have 24/7 access to our employee assistance programme (EAP). It'll provide you with free, impartial and confidential advice and support to help you live well, be well and work well.
- **Parenting Policies**  
We are committed to supporting our people as they become and during their time as parents. In addition to our flexible ways of working, we also provide enhanced maternity, paternity and adoption pay and enhanced paternity leave to help you make the most of the precious time with your newest family members.
- **Learning and development**  
We want you to keep developing your skills, and you'll have opportunities to do this with face-to-face and online learning. We also offer a programme for our people managers, including core management skills, managing change and managing mental health in the workplace.
- **Life assurance**  
In the event of death in service, your nominated beneficiary would receive four times your annual salary.
- **Giving something back**  
We can help you give a little back to any charity of your choice. You can join the payroll giving scheme, which sends a donation directly to your chosen charity from your salary every month.
- **Transport**  
If you use public transport to get to the office and your contract is for 12 months or more, you can take advantage of our interest-free season ticket loans. These are also available for car park season tickets. Or if you'd prefer to come into work under your own steam, then you might like to sign up to our cycle to work scheme.



# How to Apply

If you would like discuss the role before making an application please contact [katy.giddens@starfishsearch.com](mailto:katy.giddens@starfishsearch.com) [mark.crowley@starfishsearch.com](mailto:mark.crowley@starfishsearch.com) or [catherine.kift@starfishsearch.com](mailto:catherine.kift@starfishsearch.com)

To make an application, please go to <https://starfishsearch.com/jobs/va-chief-exec/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Please also ensure you have completed and submitted the equal opportunities monitoring form that appears on this site as you submit your application. The information you provide will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

Versus Arthritis is committed to being an inclusive employer with a diverse workforce. We are actively looking to strengthen the diversity of our team and we encourage applications from people from the widest possible diversity of backgrounds, cultures and experiences.

## Recruitment Timetable

Closing date:	Monday 25th October 2021
Preliminary interviews with Starfish:	w/c 1st November 2021
Interviews with Versus Arthritis:	29th November 2021
Second stage interviews:	6th - 7th December 2021

