



drinkaware

Recruitment of a
Chief Executive



Welcome

Dear Applicant,

Thank you for your interest in joining Drinkaware as our next Chief Executive.

We are an independent charity working to enhance public health and understanding about alcohol consumption. We're here to help people make better choices about drinking and in turn reduce alcohol misuse and harm in the UK. We engage and work directly with both the alcohol industry and public sector bodies to tackle alcohol-related harms. We're passionate in our belief that working together, we can help make the home and workplace healthier, safer and more productive.

Our strategic priorities have been focused on three pillars – a programme of translational research and evaluation; deepening audience engagement through creative content and compelling communications, and a new focus on Digital Health. As we emerge from COVID new data are starting to illustrate changes in consumption patterns, growing demand for low and no alcohol products. We also see increased political focus on social inclusion, 'levelling up' and standards of public behaviour. These topics are intertwined with alcohol thus creating an imperative for Drinkaware to think afresh about how we support citizens and employers as they make informed and responsible drinking decisions.

Working in partnership with public agencies and private businesses will be key to Drinkaware reaching a wider audience as well as targeting specific interventions on those at greater risk of harm. Embedding Drinkaware's expertise and services in the policies and programmes of other delivery bodies is likely to play an increasingly important part in our activity. All our work must remain rooted in rigorous research-based evidence and understanding of how alcohol plays a role in peoples' lives.

To help us address these increasingly complex issues, and ensure we continue to build our visibility and influence, we are now looking for a capable and credible Chief Executive. You will help us think creatively about Drinkaware's future influence and impact and will lead the organisation through an era of innovation and development, holding primary responsibility for our external affairs, our commercial sustainability, our performance and our organisational culture as a compact team. You will be instigating brand new alliances and partnerships while also spearheading our influencing activities in Whitehall, Westminster, and with government counterparts in the devolved administrations of the UK.

With a ready-made reputation as an inspiring and contemporary leader, you will bring presence, dexterity and imagination to the role. You already recognise the leading player we are within our field and will want to use our existing influence to ensure we go much further. You will share our desire to strengthen our influence in a changing world and will instinctively know how to turn Drinkaware into an agile and disruptive force for good. If, having considered the brief within this pack, you believe you have the skills, experience and qualities we are looking for, I very much look forward to hearing from you.

Lucy Armstrong
Chair



About the Organisation

Drinkaware provides alcohol information, facts, advice and support, along with tools and resources for individuals, workplaces and communities.

We are proud of our independence, both from government and industry. Drinkaware is not a trade association or membership body; corporate donations are given only on an unrestricted basis and are voluntary, according to a Funding Model approved by government when the charity was established.

Nor is Drinkaware a lobbying or campaigning organisation. We are proudly however a social marketing organisation, increasingly expert in consumer insight and behaviour change in what is a challenging and critical area of public health.

Our vision

We are here to reduce alcohol-related harm by helping people make better choices about their drinking.

Our mission

We achieve this by:

- Providing impartial, evidence-based information, advice and practical resources
- Raising awareness of alcohol and its harms
- Working collaboratively with partners

Our values

- Driven to make a difference
- Led by the evidence
- Resourceful
- Work positively with others

In 2021, we refreshed our brand to reflect our focus on changing behaviour, with a shift from our proposition of 'Drinkaware – *For the Facts*' to 'Drinkaware – *Change starts with you*'. We are targeting people drinking in harmful ways, who are considering making a change.



Our work is aligned around three **strategic anchors**:

Engaging audiences

Communications on key issues - mental health, workplace wellbeing & obesity - to attract people to Drinkaware and raise awareness of alcohol harm.

Digital health

Developing the new website, optimising online behavioural tools and Drinkaware app (2021), exploring AI-assisted chat tools and onsite 'bridges' to treatment and/or support.

**Translational research
and insight**

Understand drinking behaviour & how to change it through intervention design & campaigning. Translate research into actionable insights & recommendations.

We have a small but growing portfolio of commercial services, offered through our trading subsidiary. Our flagship product is Drinkaware at Work, designed to support the health and safety, and employee wellbeing agenda of UK employers. encouraging employees to think about alcohol alongside the other health information they receive.

Find out more

To read Drinkaware's annual reports and audits please visit: <https://www.drinkaware.co.uk/about-us/what-we-do>



Role Profile

Role title	Chief Executive
Reports to	Chair of the Board of Trustees
Role purpose	The Chief Executive works with the Board on strategy formulation, strategic planning and governance, and has day to day responsibility for resourcing, operational performance and delivery, including the effective management of critical partnerships and stakeholder relationships. Working in close conjunction with the senior team and with the Chair, the CEO represents the organisation and its work externally to a broad spectrum of interested parties.

The main responsibilities of the CEO role at Drinkaware are to:

- Provide visible, inspiring and effective senior leadership, direction and oversight to Drinkaware and its staff in the development of the organisation's vision, strategic direction and implementation of clearly prioritised plans.
- Generate, explore and implement new opportunities for Drinkaware that harness innovation, deliver impact and align with its mission and overarching objectives. This includes engaging with new partners – particularly businesses – and other interested parties where there is a common agenda or shared interest.
- Build an effective partnership with the Chair and, by extension, the Board, leveraging the experiences of a diverse Trustee team in order to achieve development, growth and longer term sustainability for Drinkaware.
- Maintain and enhance the position, reputation and voice of Drinkaware: as an ambassador, promote and represent the agenda and develop high value alliances and networks with a range of relevant stakeholders from business, to trade federations, government, parliamentarians and the media.
- Manage the organisation in such a way that its resources are used as effectively and efficiently as possible and create and sustain a high-performing professional environment with an inspired leadership culture at its heart.
- Be responsible for the overall financial health and sustainability of the organisation, through the development and continuation of diverse income streams including a range of partnership opportunities.



Person Specification

Please respond directly to the criteria listed under Knowledge and Experience in your supporting statement. Criteria listed under Parts Two and Three will be further assessed at interview for selected candidates.

Part One

Knowledge and Experience

- A credible leader with a strong and successful track record at CEO or Executive Director level (or equivalent). Experience of leading, inspiring and maintaining a positive, values led working culture that delivers high performance.
- Appreciation of Drinkaware's role and priorities in the context of a broad, complex and competing stakeholder landscape, from the drinks industry to health and social care agencies.
- Undisputed track record of success as an alliance-builder, ideally with a range of partners and funders, and with experience of having persuaded and influenced stakeholders to see issues differently or adopt a different viewpoint.
- A strong track record in strategic / programme development, including the creation of new or innovative approaches to delivering impact; experience of working as part of a Board or equivalent structure to shape organisational priorities would be an asset.
- Strong financial and business management experience with sharp commercial acumen.

Part Two

Skills and Abilities

- Outstanding B2B alliance-building skills: an effective and credible partnership builder and negotiator with the ability to build support around common goals.
- An engaging leader within the organisation with the ability to develop and implement organisational vision and strategic plans and inspire cultural and behavioural change where needed.
- Highly effective communication, interpersonal and influencing skills with the ability to secure trust and confidence quickly.
- Sharp strategic planning skills with the financial awareness needed to translate strategy into performance.
- Visionary: high capacity for innovation and fresh thinking.

Part Three

Leadership Style and Personal Attributes

- Present, positive and resilient driving force within and outside Drinkaware.
- Coaching style of leadership and is comfortable leading a compact, high performing team.
- Natural collaborator and alliance-builder who recognises the value of convening power.
- Sound commercial instincts with a balanced risk appetite.
- Strong personal commitment to the mission, values and priorities of Drinkaware.

Terms of Appointment

Salary

This role attracts a salary of up to £120,000. Starting salary is dependent on experience.

Contract

This is a permanent full-time appointment.

Location

Hybrid working from home and in London. The successful candidate must be able to demonstrate effective leadership impact, which will include their presence and visibility within the organisation.

Other benefits

- Commitment to flexible working
- 28 days annual leave plus statutory bank holidays and an extra day off on your birthday if it falls on a normal working day
- Matched company pension contribution via a salary sacrifice scheme
- Life assurance cover and company sick pay
- Interest-free season ticket loan up to £5,000
- Commitment to professional development supported by a generous training budget
- Learning and well-being grant to fund a personal learning goal
- Employee Assistance Programme providing 24/7 support with any of life's issues
- Access to Perkbox - employee perks and discounts scheme.



How to apply

We hope you will consider making an application. To do so, please visit:

<https://starfishsearch.com/jobs/drinkaware-chief-exec/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a short supporting statement (maximum two sides) that sets out why you are interested in joining Drinkaware as its next Chief Executive
- We would be grateful if you would also tell us your current salary details and any dates when you are not available to attend interview.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date	Friday 18th March 2022
First stage discussions	w/c 4th & 11th April 2022
Agreement of the final shortlist	Candidates will be notified shortly after the April bank holiday period
Informal conversations with the Chair	Prior to final interview
Final interviews	Early May 2022

