



Executive Director of  
Services and Support



Starfish



# Welcome

Dear Candidate

Thank you for your interest in becoming our new Executive Director of Services and Support.

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. Having launched the Stop MS Appeal five years ago we are now halfway towards its £100m target. We have achieved a great deal but there is still much to do.

As our new Executive Director of Services and Support, you will therefore be joining a charity that is moving at pace, at a time when engaging support to help us achieve maximum impact for those living with MS is more important than ever. A key member of our Executive Group of Directors, you will shape and lead our strategy to provide high quality, transformational services and provide new innovative services to people affected by MS across the UK. This includes our network of 250 volunteer-led groups providing essential services in their local communities, as well as our UK-wide services such as our helpline providing information and emotional support to over 25,000 people each year. As importantly, you will also contribute to our wider strategic direction, ensuring the Society as a whole, achieves its goals.

We're looking for an experienced executive level leader with a track record in the strategic design and implementation of impactful services that are coproduced with service users. You will have experience of operating in organisations of comparable scope and scale, with the skills, experience and ambition to make a real difference to our services and support. You will bring experience, passion and energy to service development, intellectual rigour to strategic decision making and be able to lead and inspire a multi-disciplined team.

If you believe you bring the skills we need and are deeply passionate about achieving more for people living with MS, I very much look forward to hearing from you.

With best wishes

**Nick Moberly**  
**Chief Executive**



# Our 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.



# Role Overview

**Job title** Executive Director Services and Support

**Responsible to** Chief Executive

## Purpose

- To provide strategic leadership for the provision of high quality and impactful services and support to people with MS across the UK.
- 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 postholder reports to the CEO and will work closely with:**

- Trustees.
- Executive Group members.
- Other senior manager/teams across the charity.

**The postholder will also be expected to build and foster collaborative external relations with:**

- Volunteers.
- Supporters/donors (including charitable foundations, institutions and statutory funders).
- Other stakeholders including advisory and regulatory bodies, independent advisors and others.

## Key Accountabilities

The key accountabilities of the postholder underpinning this leadership are:

1. Leading the strategic development and delivery of, high quality, safe, impactful and innovative services and support for people affected by MS across the UK.
2. Developing new innovative services for people affected by MS, securing where appropriate restricted income to support their provision.
3. Providing strategic leadership for the MS Society's community networks across the UK, including its 250 local groups.
4. Leading the development of the Society's volunteering model.
5. Leading strategic development across the Directorate, and the associated business planning, programme and project management, and performance reporting to ensure delivery of strategy.
6. Leading the implementation of impact measurement across the Directorate to enable the MS Society to understand measure and communicate our impact.
7. Developing and implementing strategic business plans for the Services and Support Directorate.
8. Leading, developing and motivating a high quality and engaged team.

This role is responsible for managing the organisation's national and regional services and its community networks; and volunteering, safeguarding and health and safety across the organization. It is responsible for 64 staff, and has direct control of £2m and oversight of c£3m group budgets.

## Specific responsibilities

### 1. **Leading the strategic development, and delivery of, high quality, safe, impactful and innovative services and support for people affected by MS across the UK**

- Directing and delivering the services and support strategy, including meeting commitments for extending reach and impact.
- Establish appropriate standards, guidance, systems and management structures to ensure that all MS Society services are safe, and compliant with regulatory requirements and established best practice, including external accreditation.
- Drive continuous improvement and innovation across MS Society services – seeking increased impact and improvements in the use of resources.
- Ensure that all MS Society services are informed by the best available evidence, reflect best practice within the sector, and are developed and delivered in a way which focuses on the strengths and assets of people affected by MS and actively involves them in the co-production of services.
- Support income generation for existing MS Society services – including the development of funding bids for restricted income and propositions for other fundraising activities (e.g. direct marketing, major donor fundraising).
- To ensure effective risk management arrangements are in place across all services and activities provided by paid staff and volunteers on behalf of the MS Society.

### 2. **Developing new, innovative services, where appropriate securing restricted income to support their provision**

- Continuously review our organisational capabilities, changes in the external environment (including the needs and aspirations of people affected by MS) and innovations in best practice to enable the identification of new opportunities for innovative services with the potential to transform outcomes for people affected by MS.
- Lead the development of innovative new services in response to identified opportunities, utilising evidence and working alongside people affected by MS through a co-production approach.
- Work alongside the Executive Director of Engagement & Income Generation to develop high-quality, attractive bids for restricted income for new services.
- Lead a culture of continuous improvement and innovation across the directorate, ensuring that staff and volunteers work together collaboratively to respond to the changing needs of the MS community.

### 3. **Providing strategic leadership for the MS Society's community networks across the UK**

- Develop a compelling long term vision and plan for the evolution of the organisation's community networks across the UK.
- Ensure that our local groups across the UK fulfil their purpose of providing high quality support to people affected by MS, campaigning for change, securing income for both national and local work and providing a high quality and rewarding experience for volunteers.
- Ensure that appropriate management systems, policies and systems are in place to provide appropriate oversight of local group activity and ensure compliance with regulatory compliance and established standards.
- Develop new approaches and tools, sitting alongside and complementing our established local groups, to create a rich ecosystem of support which will help to maximise reach, engagement and support at a community level.

#### **4. Leading the development of the Society's volunteering model**

- Lead the implementation of our organisational volunteering strategy, ensuring that we have a strong and diverse community of volunteers who work together to transform the lives of people affected by MS.
- Lead an ongoing process of culture change within volunteering at the MS Society – helping to make volunteer more flexible, fun, and inclusive for all.
- Oversee plans and activities to ensure all volunteers have a positive and engaging experience with the organisation, and that we are able to attract and retain the volunteers we need to achieve our goals.
- Oversee the development and implementation of relevant policies and systems to support volunteering, including compliance with legislation and regulation around safeguarding and disclosure.

#### **5. Leading strategic development across the Directorate, and the associated business planning, programme and project management, and performance reporting to ensure delivery of strategy**

- Supporting the development of ambitious but achievable evidence-based and impact-focused strategies across the Directorate – including providing leadership on appropriate approaches to development and ensuring coherence across inter-departmental strategies and within the overall organisational strategy.
- Developing key strategic insights to inform the Society's work, informed by evidence (including a robust assessment of the internal and external environment) and the priorities of people affected by MS.
- Implementing, across the Directorate, the organisational performance reporting system to enable EG and Board scrutiny of Services and Support performance, the identification of systemic and individual performance issues, and the development of appropriate management action.

#### **6. Developing and implementing strategic business plans and associated activity plans for the Services and Support Directorate**

- To develop and implement strategic business plans, activities and budget, incorporating impact measurement and assessment, for the Services and Support Directorate.
- To ensure effective activity plans are developed to deliver the outcomes required by the strategy and to monitor and evaluate their impact.
- Accountable for monitoring and reporting on performance against activities and taking corrective action to keep on track where necessary .
- To ensure excellent administration of the Services and Support Directorate and a clear focus on driving improvements in quality, impact and performance.
- To oversee the financial and resource management of all budget holders, providing advice and guidance as necessary.

#### **7. Leading, developing and motivating a high quality team**

- Leading, inspiring and developing a high quality team, ensuring that staff and volunteers all work in accordance with the standards set out in the Human Resources policies and procedures, customer service, protocols, industry and governance standards.

#### **8. General**

- To model and promote our BEAT values and leadership behaviours, which incorporate our expectations on delivering an inclusive workplace that welcomes a diverse workforce and providing equality.
- As a member of the Executive Group, to take collegiate responsibility for corporate planning, organisational development, risk and operational management of the MS Society.
- Represent the Society at a senior level at external meetings and act as an inspiring and articulate spokesperson to branches, members and people affected by MS.
- Compliance with our governance procedures and all policies, including our employee/volunteer disclosure requirements.

#### **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 an Executive Director of Service and Support.

# Person Specification

The successful candidate should be able to demonstrate that they understand the challenges that face people with MS in their area, be enthusiastic and passionate about the work that the MS Society does and inspired to deliver high positive outcomes for the people with MS we serve through both direct and non-direct reporting teams.

## Knowledge and Experience

- A track record of success in leading and managing a large, geographically dispersed delivery function in the voluntary, public sector or multi-site environment of comparable size and complexity, to deliver high quality results to deadlines and under pressure.
- An impressive record of delivering innovation in service design, development and measurement.
- Substantial experience of working in an executive/board level team determining strategic direction and delivery.
- Proven planning, program and project management experience to control effective use of resources.
- A track record of working successfully with disparate groups and volunteers.
- Experience of contributing as a member of an Executive team.
- Experience of managing a team to develop, communicate and implement business plans.
- Experience of applying effective problem-solving techniques when the situation demands.
- Experience of financial and budgetary management.

## Skills and Abilities

- A well-developed understanding and sound knowledge of charity marketing principles.
- A well-developed understanding and sound knowledge of the UK fundraising environment, and fundraising principles.
- 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.

## Leadership Style and Behaviours

- Excellent leadership and management skills.
- The ability to drive and embed lasting change.
- The ability to make trade-offs where appropriate and understand the impact on interrelated areas.
- High level planning skills to control effective use of resources.
- The ability to focus on impact and deliver outstanding results.
- Demonstrable commitment to collaborative teamwork.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.

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.



# Terms of Appointment & How to Apply

<b>Salary</b>	£93,500 per annum
<b>Location</b>	Carriage House, 8 City North Place, Finsbury Park, London, N4 3FU
<b>Pension</b>	Contributory pension scheme (standard employer contribution of 6%)
<b>Annual leave</b>	35 days (inclusive of bank holidays)

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](mailto:Katy.Giddens@starfishsearch.com) or [Rebecca.oconnor@starfishsearch.com](mailto:Rebecca.oconnor@starfishsearch.com) and we will be happy to arrange a call.

**To make an application, please go to <https://starfishsearch.com/jobs/mss-exec-dir-ser-sup/> 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.

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.

<b>Closing date</b>	Friday 11th February 2022
<b>Preliminary interviews with Starfish</b>	w/c 28th February 2022
<b>Psychometric assessments</b>	w/c 14th March 2022
<b>Interviews with MS Society</b>	w/c 21st March 2022

