



DIRECTOR OF INCOME AND ENGAGEMENT



**RESEARCH
VERSUS
ARTHRITIS**



Welcome from the Chief Executive

Thank you for considering this exciting opportunity to join us as our next Director of Income and Engagement at such a pivotal stage in our charity's journey.

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 organisation is undergoing a period of significant change and growth; we have recently undergone a strategic review to help balance our budget, streamline our operations and embed the foundations we need for a sustainable future and have also recently launched our exciting new **research strategy**. We are also currently developing our new organisational strategic plan and will launch this in 2023.

Our new Director of Income and Engagement will, as a key member of our leadership team, play an essential role in developing and delivering an income and engagement strategy that enables us to diversify and increase sustainable forms of funding and increases awareness of and engagement with the charity. We need a strategic, visionary and engaging leader with strong roots in either income generation or communications and engagement, with experience of leading both elements to elevate our profile and income even further ensuring people with arthritis have a strong voice. Commercially astute, collegiate and driven to succeed, you will work closely with me and the wider leadership team to lead the charity toward sustainable success with innovation and creativity.

We are looking for a strategic leader with exceptional interpersonal skills and a transparent, accountable and compassionate style. You will have experience of inspiring integrated, multidisciplinary teams to succeed. Importantly we are looking for someone with a strong commitment to our work, our values and our Equity Diversity and Inclusion (EDI) principles. 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.

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. If you are interested in joining us on our journey, we would love to hear from you.

Deborah Alsina MBE, Chief Executive



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:

- Our freephone **arthritis helpline**
- A range of information booklets, briefings and **online information**
- Our **online community** where people can find friendly support and advice 24/7
- Our network of **branches and groups** around the country
- Our **arthritis virtual assistant** who can answer questions at any time of the day
- Our **podcast** – Versus Arthritis in Conversation where people share their stories and experiences

Creating change

There are too many people with arthritis who are living in pain without access to an effective diagnosis or good enough care or treatment. Our ground-breaking **research programme** is focused on accelerating the pace and precision of musculoskeletal research.

By that we mean:

- A better understanding of arthritis – its causes and why certain people are more affected.
- More ground-breaking discoveries, breakthroughs in the lab, clinic and community, turning into better treatments and interventions quicker so people feel the benefits in their day-to-day life, sooner.
- The experiences of people with arthritis informing research, so it's focused on the areas where it can have the biggest impact.

We produce a range of information and other resources including clinical decision aid tools for **healthcare professionals** to support them in the delivery of their clinical practice. We want to ensure that wherever people with arthritis live in the UK they are able to access the best treatment and care.

We also have a busy and vibrant **policy and influencing** team and engaged **campaigns network**, who are working to drive forward systemic change in our healthcare systems by building upon what we hear directly from people with arthritis through our services and to ensure that our research moves from bench to bedside.

Partnerships

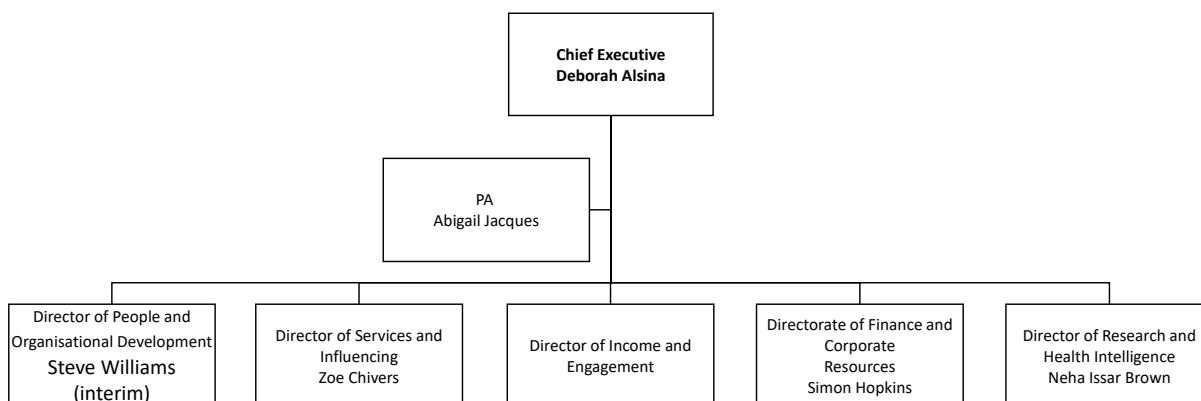
Our partners play a huge part in improving the lives of those living with arthritis. We create transformative, sustainable and mutually beneficial partnerships that will inspire and change lives. From sponsorship and cause-related marketing, to multi-year strategic partnerships, read more about how our partnerships support our **10 million Versus Arthritis appeal**.

The Organisation

Following the strategic review in 2021, a restructure of the charity was implemented in early 2022. We now have around 350 posts (c.320 FTE) within the charity but are currently carrying a significant number of vacancies which will be filled over the next year.

The charity is structured through five directorates and lead by an Organisational Leadership Team of which the Director of Income and Engagement will be a key part.

Organisational Leadership Team

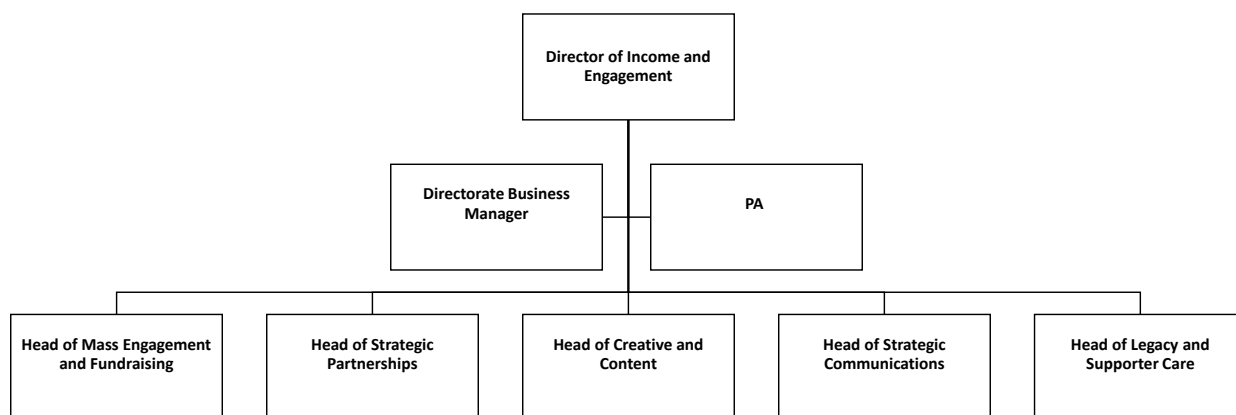


The Income and Engagement Directorate

The 75 strong Income and Engagement Directorate is made up of five teams:

- Mass Engagement
- Strategic Partnerships
- Creative and Content
- Strategic Communications
- Legacies and Supporter Care

Income and Engagement leadership team



Job Description

Job title: Director of Income and Engagement

Reports to: Chief Executive

Direct reports: PA, Directorate Business Manager, Communications, Mass Engagement and Fundraising, Strategic Partnerships, Research Engagement, Creative and Content, Strategic Communications, Legacy and Supporter Care

Key relationships: Trustees; Chief Executive; OLT and external stakeholders

About Versus Arthritis

We are Versus Arthritis. We are fundraisers, programme managers, volunteers, administrators, editors and accountants all doing everything we can to push back against arthritis. Together, we'll continue to develop breakthrough treatments, campaign relentlessly until arthritis is 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.

We have big ambitions and key to our success will be growing a sustainable income base for the charity so that we can increase our impact and reach in the future and also build awareness of arthritis and brand recognition for the charity so that people know we are there for them and are clear about how they can get involved.

This is a central and strategically important position within the charity as the Income and Engagement Directorate is critical to our future success and we are looking for someone with significant experience to provide inspiring leadership to the team.

As a member of the Organisational Leadership Team (OLT) you will also be collectively responsible for inspiring, motivating and leading our people to deliver against our purpose and strategic objectives. All members of the OLT are expected to:

- Be leaders for Versus Arthritis first and their areas of expertise and responsibility second
- Provide clear, confident articulation of our organisational purpose and direction of travel
- Role model and actively embed our values and behaviours across all activities
- Work collectively to consider options, develop solutions and agree actions
- 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:

You will provide inspirational leadership to the Income and Engagement Directorate and for staff across the charity. You will lead the development and delivery of an income and engagement strategy that enables us to diversify and increase sustainable forms of funding and increases awareness of and engagement with the charity.

You will have a strategic focus upon increasing the scale of our supporter base, building a stronger community and ensuring that people with arthritis have a strong voice and are heard clearly by decision makers in Government, the NHS and the research community in all four nations of the UK so that positive change can be successfully delivered.

You will improve our brand recognition by ensuring our brand and identity are strong and supported by authentic high-quality messaging, delivering integrated campaigns across all our channels that turn increased recognition into active support. In turn leading to greater public understanding and awareness of arthritis and associated MSK conditions.

You will embed a fundraising and supporter- stewardship culture across the organisation, ensuring everyone who works and volunteers for the charity is actively engaged in growing our income, profile and reach. You'll also ensure customer experience; clear supporter journeys and first-rate supporter stewardship is an integral part of our planning so that everyone who comes in to contact with Versus Arthritis feels recognised and valued.

Key objectives – how success will be demonstrated

- Increased income achieved year on year in line with agreed targets, aligned to organisational priorities
- Diversity and sustainability of our income streams increases in line with agreed targets and priorities
- Our active and potential supporter base is grown in line with agreed targets
- Spontaneous and prompted awareness of Versus Arthritis grows in line with agreed targets
- We have a clear authentic brand with strong and consistent messaging that resonates with our key audiences
- Customer engagement and experience principles fully embedded in our core activities across all of our physical and digital channels
- Integrated marketing campaigns move our primary audience from recognition through to active support
- The difference the charity is making with and for people with arthritis is effectively communicated to our external audiences.



Main responsibilities:

- Delivering inspirational leadership to the directorate and as a member of OLT across the charity. Ensuring staff are clear about the charity's strategic priorities and directorate plans, have clear objectives and are developed to their full potential.
- Building a strong positive values-based culture within the directorate that intentionally ensures psychological safety and a sense of belonging and enables all staff to reach their full potential
- Developing and delivering an ambitious income (voluntary, commercial and contract) and engagement strategy for the charity
- Providing expert advice and insight on income and engagement to the CEO, OLT and Board of Trustees
- Developing and managing the Directorates income and expenditure budgets and providing regular and timely updates to the CEO, Trustees and finance team
- Generating and growing income across a diverse income portfolio as part of the delivery of our income and engagement strategy, including leading innovation in income generation including through use of digital technologies and platforms
- Building strong and effective partnerships which increase income and engagement and enable us to increase our impact and reach
- Embedding an income generation culture across the organisation, to ensure generating income for the charity is a key consideration at all stages of the development and delivery of charitable activities
- Reviewing our brand and increasing brand awareness and brand attribution, including through leadership of our external communication and press teams, creating an authentic and more compelling voice for people with arthritis
- Having accountability for our digital (web) presence, social media engagement and our use of digital communications tools
- Leading on developing and delivering an approach to integrated marketing that builds our community, delivers a seamless supporter journey, promotes our research, services and influencing activities and delivers greater income generation
- Leading on developing and delivering a coordinated approach to activating people who come into contact with Versus Arthritis to take action for themselves, for others, for the charity to effect change: more people donating, participating, engaging, volunteering, advocating and supporting
- Representing the charity with key senior stakeholders and high value potential and existing supporters and at external conferences and events
- Leading cross organisation priority projects and programmes.



As an experienced leader with exceptional interpersonal skills you will work closely with the Chief Executive, OLT colleagues and Trustees to ensure that the operations of the charity are fully aligned, focused and effective, delivering on time and to budget.

You will be a highly experienced and successful fundraiser with expert knowledge of all main forms of voluntary income and experience of generating commercial income.

You will be a consistently good storyteller, providing a clear and compelling strategic narrative so that our people understand and collectively embrace our ambitions, priorities, and ways of working.

You will have an understanding of what it takes to deliver charitable activities at scale including by utilising digital technologies and provide confident leadership to support the organisation as it continues to evolve. Along-side this you will have commercial acumen and a head for numbers so that growth of delivery can be sustained over the long-term.

All members of the OLT are expected to keep people with arthritis at the heart of decision making; to actively role model and champion our values and behaviours and Flex ways of working. You must demonstrate the skills required to effectively lead and manage teams who work flexibly across the organisation.

Below we set out the specific, knowledge, skills, experience and behaviours essential to be effective in the role.

Experience

- Significant experience at Director level of fundraising and income generation with proven success in effectively managing and delivering significant revenue increases in an ambitious medium to large charity
- Significant experience of developing and successfully implementing a multi-stream income strategy in a charity, including embedding a culture of income generation across a complex organisation and of building long term relationships and partnerships with external stakeholders
- Experience of innovation and diversification in income generation, including ideally in a commercial income context
- Demonstrable experience and understanding of integrated marketing with clear ROI across both physical and digital channels, including developing and growing a vibrant brand in a complex organisation
- Demonstrable experience of leading communications and PR teams using multiple channels and digital media
- Experience of resource management, balancing income and expenditure over the long-term
- Successful experience of leading, motivating and developing people at all levels with an ability to create a working environment in which people can thrive and where subject experts are trusted to deliver to shared objectives
- Significant experience of developing and successfully implementing a multi-stream income strategy in a charity, including embedding a culture of income generation across a complex organisation and of building long term relationships and partnerships with external stakeholders
- Successful experience of managing complex budgets and long-term plans.

Knowledge, skills and abilities

- Exceptional knowledge and skills in fundraising including across individual giving, community and events, philanthropy and partnerships, additionally with experience of developing commercial partnerships and/or winning contracts
- A demonstrable understanding of how to activate supporters and external stakeholders to take a range of different actions in order to take forward the aims of the charity
- Strong listening and questioning skills with demonstrable ability to effectively take account of and respond to information from a range of sources when developing plans
- Strong organisational development skills, able to identify and act on opportunities to drive performance in business process and operations
- Able to communicate complex concepts and new ideas clearly and persuasively to key internal and external stakeholders at all levels
- Ability to work with ambiguity, lead through uncertainty, generate and support effective networks and partnerships that are focused on the delivery of our strategic priorities
- Exceptional interpersonal and relationship building capability – collaborative and with a strong customer focus.

Styles and behaviours

- Values driven with a strong commitment to our cause and to championing and embedding equity, diversity and inclusion in all we do
- A people person, a great networker and ambassador. Open to other ways of doing things and who proactively seeks out diverse views to inform thinking and decision making
- Able to spot and act on opportunities to innovate to improve the effectiveness and impact of what we do and the way we work and able to work simultaneously on multiple priorities
- A natural collaborator, able to lead work across the charity and build strategic partnerships of benefit to people with arthritis
- An exceptional leader, with the vision and presentational skills to motivate and empower to achieve and maintain a happy, high-performance culture.



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 £95,000 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 contribute towards the cost of your eyesight test and prescription glasses or contact lenses, helping you maintain good eye health.

Terms of Appointment

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

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 Jonathan Grice at Jonathan.Grice@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/va-dir-income-eng/> 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.

Closing date:

Friday 28th October 2022

