



CANDIDATE PACK CHIEF EXECUTIVE

WELCOME FROM THE CHAIR OF THE BOARD

We're Breast Cancer Now, the research and support charity and I'm delighted that you're interested in becoming our new Chief Executive.

Breast cancer is the most common cancer in the world. Over 55,000 people are diagnosed every year in the UK alone. Each one will face challenging treatment regimes. Gruelling side-effects. Uncertainty, anxiety and fear. If we don't do something, we won't be able to make sure that everyone diagnosed with breast cancer will live. We're here to make sure that doesn't happen.

At Breast Cancer Now, we're united by an ambitious goal. We believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well.

With our single focus on breast cancer, we're a national charity and the place to turn to for anything and everything to do with the disease. From our world-class researchers who are developing kinder treatments and finding new ways to detect and diagnose the disease to our life-changing support services, dedicated to improving the physical and mental health of people affected by breast cancer, to our tireless campaigning team, fighting for the best possible treatment and services for people with breast cancer.

Our roots go back over 50 years, but we haven't always been called Breast Cancer Now. The charity you see today is built on the amazing work of our founding charities and is exactly what positions us with the platform and momentum we need to achieve more than ever before for everyone affected by breast cancer. And that's where you come in.

This is a crucial time for us as we look for a talented Chief Executive; someone who is bold and ambitious, shares our passion to make a difference and will bring inspiring leadership to extend significantly our profile, reach and impact. We are excited about appointing an enterprising and strategic leader who will collaborate with others as an advocate for change, galvanise our fabulous team to innovate and raise the funds we need to make our ambition a reality.

We are open to leaders from a variety of sectors. A background working in charities or another non-profit organisation, not necessarily a medical charity, would of course be valuable, but we'd also be interested if you are from a commercial organisation or another setting and can demonstrate a genuine interest in our mission and in holding those we support at the heart of our approach. Whatever your background, you will be an exceptional communicator and an inclusive leader who can evidence success in leading growth and change. You will have energy and sound business acumen, an understanding of charity governance and an appreciation of fundraising/income generation and managing complex stakeholder relationships. Our new CEO should be able to win hearts and minds and demonstrate insight and new ways to realise our full potential.

If our vision has inspired and engaged you, you are motivated to make a difference and, crucially, you have what we're looking for – we'd love to hear from you.

Jill Thompson



ABOUT US

When it comes to breast cancer, there's no time to waste. That's why we're called Breast Cancer Now.

We're here to change the lives of people affected by breast cancer. How? By combining the power of research and support.

Our world-class researchers are working in labs across the UK and Ireland to create a world where the words "breast cancer" aren't met with fear. We're building a brighter future for everyone affected by breast cancer.

And because over 600,000 people are living with or beyond the disease, we're here with support for today, too. Our helpline, health information, and support services are here for you and your loved ones. Every step of the way.

We're the place to turn for anything and everything to do with breast cancer. Whatever you're going through. Whoever you are. We're here.

With a turnover of over £60m we have more than 300 colleagues working across the UK locations in London, Sheffield, Cardiff and Glasgow.

MISSION

Our Mission is to be recognised as the place to turn for information and support on everything to do with breast cancer. And as the driving force behind breakthroughs in prevention, detection and treatment.

VISION

Our Vision is that by 2050, everyone diagnosed with breast cancer will live and be supported to live well.

GOALS

We'll only achieve our 2050 vision by combining the power of research and support. So that's exactly what we're doing. And breast cancer is our only priority. We're working to:

- Stop people dying from breast cancer.
- Support people to live well with breast cancer.
- Accelerate detection of breast cancer.
- Improve prevention of breast cancer.



TURNING THE TIDE

By 2050, we envision that everyone diagnosed with breast cancer will live and be supported to live well. But that won't happen overnight. We need to work towards that target every minute, every day.

Our **Turning the Tide** strategy is how we'll do that. It gives five ambitious short-term aims to take us up to 2025:

- Improve treatments, care and services for everyone with secondary breast cancer
- Improve support for the physical, mental and emotional health of people affected by breast cancer
- Develop kinder, smarter treatments
- Improve detection and diagnosis of breast cancer
- Use our knowledge to help prevent breast cancer, so that fewer people develop it in the first place.

OUR VALUES

At Breast Cancer Now we act as determined leaders with PACE:

PEOPLE FOCUSED

People are at the heart of everything we do. We listen and advocate for everyone affected by breast cancer and are there to support them whenever they need us.

AMBITIOUS

Always pushing ourselves to approach problems differently, we work with determination every day, towards a better future for people affected by breast cancer.

COLLABORATIVE

Inclusive and cooperative, we bring people together to see the bigger picture. We work together to achieve our goals faster.

EXPERT

Passionate, experienced and knowledgeable, we are the leading voice on breast cancer, acting as a guide for the breast cancer community and shaping the conversation.

WE'RE ALL BREAST CANCER NOW

We're here for everyone affected by breast cancer. So it's vital that we do everything we can to be an inclusive organisation that truly reflects the needs of the people we support. Our ambitions include:

- Increasing inclusivity in the ways we deliver our charitable work
- Reaching more diverse communities with our health messages, support services and research
- Reducing and removing the differences in breast cancer survival outcomes based on ethnicity, geography and socioeconomic group
- Making sure that our support services and NHS care is accessible to and used by all
- Reducing the differences in screening attendance and awareness between ethnic and socioeconomic groups
- Understanding the reasons for variation in incidence between different groups and working to reduce these where we can.

We recognise that we're learning. Where we make mistakes, we'll take ownership and reflect, learn and adapt our practices to move forward. Some of our recent EDI progress has come from not getting things right straight away.

For more information on Breast Cancer Now, please visit: [Support for you | Breast Cancer Now](#)

ROLE DESCRIPTION

Job title:	Chief Executive
Reports to:	Chair of the Board of Trustees
Direct reports:	Chief Operating Officer; Director of Research, Support and Influencing; Director of Fundraising, Communications and Engagement; Executive Assistant to the Chief Executive
Key external relationships:	Governments throughout the UK NHS Other chief executives Other charitable organisations Supporters and influencers

PURPOSE

To meet our 2050 vision, we need to achieve more in the next 30 years than ever before.

Our new Chief Executive will lead us through our next stage of growth and development to maximise impact for people with breast cancer, building on the strong platform established by our outgoing Chief Executive to progress us closer to our goal. You will provide strategic and operational leadership to Breast Cancer Now, ensuring that we deliver effectively against our charitable objectives. As the senior internal and external representative for the charity, with staff, trustees, volunteers, key donors and funders, corporate partners, policy decision makers, the media and other stakeholders, you will ensure we systematically capture and champion the voice, experiences and needs of those we support and ensure that this is at the heart of our decision making and what we do. You will lead and motivate the Executive Team to drive the collective vision for the Charity, ensuring we effectively communicate the 2050 mission and achievements of Breast Cancer Now to the public.

MAIN RESPONSIBILITIES

LEADERSHIP

- Hold and communicate a clear and inspiring vision for what Breast Cancer Now can do for people with breast cancer.
- Lead the charity through our next period of development and growth – helping us extend our reach and impact in a way that is sustainable and mindful of the wellbeing of our people.
- Demonstrate high empathy and adopt a coaching line management style that empowers and develops individuals, enhances team collaboration, supports wellbeing and facilitates effective, robust decision-making and impact.
- Model organisational values and commitment to equity, diversity and inclusion.

STRATEGY, FINANCE AND PERFORMANCE

- Set the long-term strategy for Breast Cancer Now, with objectives and KPI's which can be monitored, providing leadership to and working with SLT to monitor and review this strategy regularly.
- Monitor the operation of Breast Cancer Now, keeping under review the structure of the organisation and making proposals for appropriate changes.
- Be accountable to the board of trustees for the efficient and effective achievement and implementation of policy objectives or decisions agreed with them.
- Ensure the development and delivery of robust annual plans and budgets agreed by Trustees; monitor and adjust in-year as required and in line with delegated authority.
- Ensure sound financial, performance and risk management with effective monitoring and evaluation.

EXTERNAL PROFILE AND INCOME GENERATION

- Ensure the charity, its mission, strategic aims, research programmes, services, products and campaigns are consistently presented in strong, positive image to relevant stakeholders by:
- Act as an advocate, ambassador and the public face of Breast Cancer Now, actively facilitating effective partnerships at the highest level to further profile, influence and reach.
- Ensure Breast Cancer Now continues to grow its income both by representing its aims and work to major corporate and individual donors and by ensuring fundraising activities continue to prosper and grow.
- Ensure Breast Cancer Now plays the lead role in furthering medical research to counteract the effects of breast cancer.
- Promote Breast Cancer Now's aims and objectives with key stakeholders including MP's, academics, policy makers, the NHS, partners/sponsors through a public affairs and media strategy.
- Continue to develop and build Breast Cancer Now's public profile by maintaining appropriate relations with the media and presenting Breast Cancer Now's policies and campaigning positions.
- Maintain constant awareness of both the external and internal landscape, opportunities for growth and development, and new developments and standards.

GOVERNANCE

- Ensure that the organisation has effective governance systems and processes in place to meet the changing needs of the charity and external environment, and that these are consistently adhered to, to maintain and enhance its reputation, and meet its constitutional, regulatory and statutory obligations.
- Report to the Board on progress against key strategic objectives, providing information and accountability for organisational performance.
- Identify and put in place effective risk management strategies and frameworks to measure progress against our objectives.

PEOPLE

- Be responsible for the motivation, wellbeing and efficiency of the people at Breast Cancer Now.
- Ensure Breast Cancer Now's corporate values and policies are relevant, fair and consistently implemented.
- Ensure that the recruitment, management, training and development of staff is directed to achieving the objectives of Breast Cancer Now, including the implementation of current employment and equity, diversity and inclusion legislation and good practice.
- Foster good communications across Breast Cancer Now.
- Maintain a climate which attracts, retains and motivates good people.

These responsibilities are intended to convey a sense of what the role requires but are not exhaustive.



PERSON SPECIFICATION

YOUR KNOWLEDGE AND EXPERIENCE

- Outstanding track record of strategic leadership with experience of leading growth and change across a range of disciplines, teams, projects and responsibilities.
- Strong and successful experience of influencing and developing partnerships with a range of senior external stakeholders.
- Deep understanding of fundraising, with direct experience of building high value alliances that secure financial and wider support.
- Successful track record of leading a positive culture, business management, innovation and sound financial control at a senior level.
- Sound understanding of service delivery, including multi-channel/digital engagement.
- Experience of success in managing board level relations with working knowledge of charity law, governance and Charity Commission requirements.
- Committed to putting those affected by breast cancer at the heart of our organisational strategy.

YOUR SKILLS AND ABILITIES

- Excellent communication, negotiation, diplomacy and advocacy skills with the ability and presence to represent the Breast Cancer Now brand in public and to influence senior figures in governments throughout the UK, business and the media.
- Collaborative leader with the capacity to inspire and motivate others; able to give clear, effective, sensitive and consistent leadership.
- Committed to Breast Cancer Now's vision, mission, values and ambition and living the brand.
- A strategic view and the intellectual breadth to understand the complexities of an organisation delivering research, support services and influencing.
- Attuned to emerging changes in running highly effective organisations including the role digital and technology plays in organisational development.
- A clear vision for how strategy translates into delivery.
- Able to understand and balance the demands of an evidence-based organisation and take informed risks and grasp opportunities.
- Strong personal credibility, humility with the ability to build effective relationships at all levels.
- Integrity, resilience, optimism and a well-developed sense of realism.



TERMS OF APPOINTMENT

SALARY

The salary for this role is £160,000 per annum on a full-time permanent basis.

LOCATION

London with hybrid working. The team at Breast Cancer Now work with a regular pattern of 2 days in the office.

ANNUAL LEAVE

25 days paid leave per year, increasing annually by 1 day to a maximum of 30 days.

ADDITIONAL BENEFITS INCLUDE

- Pension: matching employee contribution plus 2% up to a maximum of 8%.
- 4 times salary life assurance.
- Health cash plan: access to assistance with health costs including contributions towards treatments such as optical, dental, physiotherapy, chiropody and more.

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 and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/bcn-chief-executive/> 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 Equity 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.

Breast Cancer Now is for everyone, and we want our organisation to reflect the diversity of the community we serve. We are particularly keen to attract candidates whose lives may have been affected by breast cancer.

RECRUITMENT TIMELINE

Closing date:	Monday 15th January 2024
Preliminary interviews with Starfish Search:	w/c Monday 29th January 2024
Interviews with Breast Cancer Now:	w/c 19th and w/c 26th February 2024