



CANDIDATE PACK FOR DEPUTY CEO

WELCOME

Dear Colleague

Thank you for your interest in joining us as Deputy CEO Officer at DEBRA UK.

DEBRA is a national charity and patient support organisation for people living with the rare, genetic skin blistering condition, epidermolysis bullosa (EB) also known as 'Butterfly Skin'. Our vision is for a world where no one suffers with EB, and we will not stop until this vision becomes a reality. Established in 1978 by Phyllis Hilton, whose daughter Debra had EB, DEBRA UK is now a national charity supporting 3,800 members. We employ over 380 staff and 1,100 volunteers who support us across a network of 100+ charity shops located throughout England and Scotland.



From discovering the first EB genes to funding the first clinical trial in gene therapy, we have played a pivotal role in EB research globally and have been responsible for making significant progress in advancing diagnosis, treatment, and daily management of EB. We are committed to making sure that the estimated 5,000 people living with EB in the UK and their families and carers get the vital and wide-ranging support they need.

In our new Deputy CEO role, we are seeking an energetic and passionate leader, who enjoys driving transformation and has a successful track record of understanding what it takes to build and support successful cultures and organisations. The primary purpose of the role will be to support the Chief Executive in delivering our five-year strategy, working with other directors to enhance our leadership approach and deliver continued growth and impact. They will work with other Directors to enhance our operations and culture so that we embed our strategy and new ways of working including working with the Directors to embed commercial acumen across Debra UK and grow our charity retail income. The role will lead strategic oversight and direction of internal operations and have overarching responsibility for Retail, People, Property, IT and Health and Safety.

You will be an outstanding leader with experience and sound judgement, who shares our values and who can engage, inspire, and influence at all levels. With strong communication skills, commercial and financial acumen, a positive attitude, and a commitment to continuous improvement, you will be at the helm of ensuring a truly motivated and values-led culture at DEBRA UK in order to continue to grow our care and support and improve the quality of life for people living with EB.

If you believe you have the skills and attributes for this role, we would be very pleased to hear from you.

Tony Byrne
Chief Executive Officer, DEBRA UK

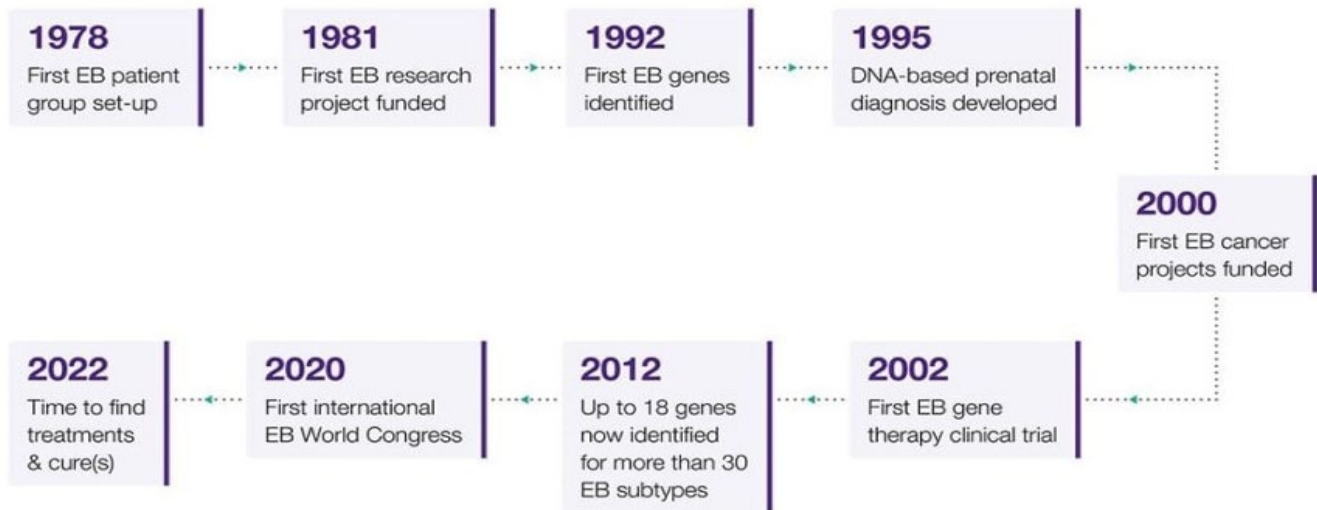


ABOUT DEBRA UK

HISTORY

The history of DEBRA dates from 1963 when Phyllis Hilton had a daughter called Debra who was born with Dystrophic EB. After realizing treatment was not advancing, Phyllis organised a meeting for parents of children with EB in Manchester, and it was this meeting that led to the charity officially being formed as the world's first EB patient support organisation, taking its name from Phyllis' daughter. The DEBRA name was also intended as an abbreviation of Dystrophic Epidermolysis Bullosa Research Association (D.E.B.R.A.).

In the 40+ years since, DEBRA has grown in scope with sister organisations located in 40 countries, a worldwide research programme, and strong clinical and nursing services.



WHAT WE DO

DEBRA UK exists to provide care and support to improve quality of life for people living with EB, and to fund [pioneering research](#) to find effective treatments and, ultimately cure(s) for EB.

From discovering the first EB genes to funding the first clinical trial in gene therapy, we have played a [pivotal role in EB research](#) globally and have been responsible for making significant progress in advancing diagnosis, treatment, and daily management of EB.

The income we generate from our [fundraising activities](#) and our network of [charity shops](#), enables us to provide care and support to improve the quality of life for people living with EB today, and fund pioneering research to find treatments and cure(s). [Find out more about how we raise and spend money.](#)

SPECIALIST HEALTHCARE

We support [specialist healthcare](#) by working with the 4 national EB centres and over 60 EB healthcare professionals including specialist EB nurses to ensure our members are connected with the services they need to improve their quality of life.

COMMUNITY SUPPORT

Through our [Community Support Team](#) we deliver a variety of support services for the EB community including general information about EB plus support with any issues impacting everyday life including [benefits and grants](#), advice for employers and schools, housing, emotional support and much more.

RESEARCH TO FIND TREATMENTS

We invest in life-changing research and are currently funding 19 research projects with the aim of finding treatments to significantly reduce the devastating symptoms and pain of EB whilst we work towards finding a cure.

[Find out more about our research program.](#)



OUR VALUES

Our values provide a set of common beliefs, behaviours and understanding to support and enable us to work collectively to achieve our mission. We will build these values into everything that we do – how we interact with each other, training, recruitment, reward and recognition and wellbeing.

MAKING A DIFFERENCE

We make a positive contribution to the lives of the EB community, our colleagues, and the community we live in through the individual work and activities undertaken by each employee and volunteer.

INCLUSIVE

We value diversity and proactively seek to support, engage and nurture every individual within the DEBRA community.

RESPECT

We treat our members, colleagues, volunteers and customer, with respect. We value the views and diversity of others and intervene when those around us do not uphold the high standards we expect..

PASSIONATE

We are motivated to achieve individual and collective goals. We do our best every day, so that we can move forward in our quest to improve the quality of life of our members and find a cure for EB.

CARE

We prioritise the needs of others, looking to brighten the day of those around us. Doing a great job really matters whether we are supporting members, serving customers, Fundraising and raising awareness of EB. We care for one another.

COMMITTED

We look for solutions, working together to create positive change. We deliver on our promises through hard work, collaboration, and determination.

ROLE DESCRIPTION

- Role title:** Deputy CEO
- Accountable to:** Chief Executive Officer
- Direct Reports:** Director of People, Director of Retail, Health and Safety Manager, Head of Property and IT Manager.

ROLE PURPOSE

The role of the Deputy CEO is a newly created role within DEBRA UK which will play a central part in supporting the CEO in delivering our 5-year strategy. They will provide leadership to our People, Retail, Property and H&S teams to ensure their objectives are achieved. Reporting into the Chief Executive, this role will support them to fulfil the CEO's objectives within the context of the five-year strategic and annual business plans.

MAIN DUTIES AND RESPONSIBILITIES

Deputising for the CEO

- Deputising for the Chief Executive in their absence and supporting them in providing effective leadership in setting the strategic direction of the charity, providing effective management of the team, and promoting the right culture, values and behaviours through everything it does.
- Supporting the CEO to co-ordinate decision-making across the leadership and management teams to ensure decisions are made in a timely manner informed by the appropriate level of evidence.
- Supporting the CEO on organisational transformation so that DEBRA achieves our ambitious strategy.
- Work closely with the CEO and other directorates (Fundraising, Finance, Member Services, Marketing and Research) and senior staff to develop the strategic direction of the charity and ensure the translation into operational plans.
- Delivering key projects to support the strategic vision.
- To support and increase the awareness of EB

Leadership

- Live the DEBRA values, listening to others and showing compassion, providing leadership to develop a high performing, supportive and inclusive culture.
- Nurture clear, visible, responsive and professional leadership at all levels, actively addressing problems impacting our people's ability to do a good job.
- Lead and develop an enabling culture within the teams that supports success, innovation and advancement and contributes to the success of the organisation.
- Actively promote a culture of openness and transparency to ensure that our people feel able to feed-back and report issues and suggest changes that will enhance the Charity's performance.

KEY RETAIL RESPONSIBILITIES

- To Line manage the Director of Retail and work with the wider retail team to deliver an ambitious 5-year retail strategy across multiple shop sites to grow the Charity's net contribution.
- Work in collaboration with the Director of Retail to deliver the 5-year online strategy across multi-channel formats to grow the Charity's net contribution.
- Work in collaboration with the Director of Retail to develop and implement a corporate donation strategy to grow good high levels of stock from third parties.
- Translate strategic goals into operational plans to achieve required levels within sales and profits, providing regular accurate analysis of performance through defined KPIs.
- To maximise the use of the 'in house' and external logistics function that serves the retail estate ensuring optimum returns on the service.
- To act as the Line Manager to the Head of Property and support the management of the portfolio of Retail properties.
- To review lease agreements and oversee the lease approval process.
- To oversee the FM compliance of the property estate ensuring compliance to legislation.
- To ensure that all new, existing and store disposal programs are delivered to time and budget.

KEY H & S RESPONSIBILITIES

- To line manage the H&S manager and report H&S activities to the Senior Leadership Team and the Board where appropriate.
- Foster a culture of safety throughout the charity by promoting employee engagement and continuous improvement initiatives.

KEY PEOPLE RESPONSIBILITIES

- To line manage the Director of People and work with the wider HR team to ensure all HR systems, processes and policies are implemented effectively across the charity.
- To provide leadership, vision and strategic direction to support the Chief Executive and Leadership Team in the achievement of the charity's priorities, driving organisational culture change, leadership development and employee engagement.
- To ensure that all HR KPI's are best in class and that working at DEBRA is a great place to work.
- To increase our volunteer database to ensure we have the right support across the Charity
- To ensure all staff, volunteers and trustees have the required mandatory and other training as required.

KEY IT RESPONSIBILITIES

- Lead an appropriate IT, information management and telecommunications strategy to meet the needs of the charity, including cyber security.
- Direct the Charity's use of technology: identifying and prioritising critical business issues; developing plans and activities for delivery.
- To act as the Line Manager to the IT Manager and support them to provide a robust IT network that is secure and accessible.
- Lead an appropriate IT, information management and telecommunications strategy to meet the needs of the charity, including cyber security.
- Direct the Charity's use of technology: identifying and prioritising critical business issues; developing plans and activities for delivery.

AS A MEMBER OF THE SENIOR LEADERSHIP TEAM (SLT)

- Play a full role in the wider leadership and management of the Charity.
- Ensure we are more than the sum of our parts, by creating excellent collaborative working relationships with other members of the SLT.
- Maintain excellent working relationships with Board members to ensure they are appraised of all key developments and actively engaged in key issues of strategy.
- Personally exhibit open, inclusive and effective communication practices in all day-to-day activities, communicating strategy and policy decisions from the Senior Leadership Team as appropriate



PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- Experience of operating at Director level, effectively managing similar functions and multi-disciplinary teams, motivating and developing people at all levels, including volunteers.
- Experience of leading transformation and change.
- Experience of leading commercially successful operations within charity retail and proven experience of significantly growing net income.
- High-level commercial understanding of how to manage complex budgets and balance income and expenditure over the long-term.
- Experience of engaging with a wide range of internal and external stakeholders at all levels including suppliers, partners and product developers.
- A good understanding of Health and Safety Legislation and experience of championing a culture of safety organisationally.
- Experience of representing an organisation at national events.
- Experience of engaging with and presenting at Board level.

SKILLS AND ABILITIES

- A clear and motivational leadership style with the vision to shape, empower and maintain a high-performance culture in which people thrive and are trusted to deliver to shared objectives.
- Strong commercial and financial acumen
- Exceptional interpersonal and relationship building capability – collaborative and with a strong impact focus.
- Strong communication skills including ability to interact effectively with volunteers and employees at all levels.
- High level of networking and inter-personal skills – can maximise relationships at a range of levels of seniority/responsibility with employers and other key stakeholders.
- History of implementing positive work cultures and values.
- Active role model and promote a commitment to equity, diversity and inclusion and proactively seeks out diverse views to inform thinking and decision making.



TERMS OF APPOINTMENT

SALARY

This role attracts a salary of c£110,000 per annum plus a generous pension scheme and other benefits.

LOCATION

Based at Bracknell but we operate a hybrid policy, with 3 days in the office and two days working from home.

PENSION

We operate an automatic enrolment scheme via the People's Pension. Employer contribution at 4% and Employee contribution of 4%

ANNUAL LEAVE

In addition to normal Bank and Public Holidays, staff are entitled to 25 days paid holiday per leave year, pro rata. The leave year is from the 1 January to 31 December and holiday entitlement accrues throughout a year. Holiday entitlement increases with service.

ADDITIONAL BENEFITS

- We offer both an EAP which offers 24/7 support for employees and their families, and access to a Mental Health Wellbeing platform called "TogetherAll". We also have trained Mental Health First Aiders to support employees across the charity.
- Opportunities for professional development and training
- Life Assurance Scheme
- Employee Benefit Platform that gives employees a wide range of discounts.

EQUITY, DIVERSITY AND INCLUSION

We are committed to improving our approach to diversity and inclusion and this postholder will be a change agent in our work in this area. We strongly encourage applications from underrepresented groups, in particular people from the global majority and disabled people.

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 Hannah Chapman, hannah.chapman@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/debrauk-deputy-ceo> 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 DEBRA UK as its new Deputy CEO.

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.

Search closes	Friday 12th April 2024
Structured discussions with candidates	w/c 22nd April and w/c 29h April 2024
Final formal interviews	w/c 20th May 2024