



CANDIDATE PACK
**DIRECTOR OF OPERATIONS AND
PROGRAMMES**

drinkaware



WELCOME

Thank you for your interest in Drinkaware and becoming our new Director of Operations and Programmes.

Drinkaware is the UK's leading alcohol charity. Our mission is to use our expertise to give government, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harms it can cause. We deliver our work through public facing campaigns and digital services, information and guidance, evidence led advice to governments and industry, and independent research, consumer insight and evaluation.

Drinkaware is a pretty unique charity, with bold ambitions to reduce alcohol harm in partnership with those around us. We have strong brand awareness for a small organisation, great digital tools and services and a motivated and capable staff team. We're supported by over 300 industry organisations.

We're now in the process of bringing together a new team of senior leaders who can help continue to deliver our transformation. We're looking for people who are more than subject matter experts – people who can lead a portfolio of different functions with drive, determination and care. And we need people who can lead change, whilst bringing our team and our stakeholders on the journey.

As our Director of Operations and Programmes, you will have a crucial role in leading delivery of our social impact. All our work starts from our research, evidence and impact – and as such we are looking for people who are fluent in the use of data and have the ability to see things from different angles. You will also bring a background within senior, operationally focused roles, as well as a proven track record in developing and delivering successful programmes and services; we are particularly interested in candidates knowledgeable in digital service design and delivery.

We're seeking individuals who can take responsibility for strategic goals, and who understand how to carefully curate stakeholder relationships across their team, to ensure they are managed and grown. We need to build and extend our insight into our external relationships and reorient our team to focus outwards.

This is an exceptionally exciting time to join Drinkaware, as we're reshaping ourselves to work more dynamically and collaboratively across a complex landscape, as well as to harness the power of partnership working, behaviour change campaigns, high quality research and insight to help more people drink below the low risk drinking guidelines.

If you share our commitment to reducing alcohol harm and believe you bring the experience, drive and commitment we need to drive our impact even further, I very much look forward to hearing from you.

Karen Tyrell
Chief Executive Officer



ABOUT US

Together with our network of academics, industry experts, governments, and other key stakeholders, we are capitalising on conversations around alcohol and making it possible to share our advice, tools, and evidence with many more people.

We deliver our work through:

- Public-facing campaigns and digital services, information and guidance
- Evidence-led advice to governments and industry
- Independent research, consumer insight and evaluation

As a society, our relationship with alcohol has shifted over the last 20 years. Many things have improved, particularly the number of young people choosing to drink less, the significant increase in the uptake of low alcohol and alcohol-free products and a reduction in binge drinking. However, some trends are moving in the wrong direction, including the recent rise in alcohol specific deaths.

We believe that everyone has a shared responsibility for the culture of the society we want to live in. Our work is helping to shift the conversation around alcohol, making it more normal to talk about our drinking habits and reducing the stigma. A cultural shift is needed where addressing alcohol-related issues is met with empathy and understanding rather than judgment.

Like the cost-of-living crisis, alcohol related harm is also not experienced evenly across the population. People on lower incomes, or living in the most deprived communities, are disproportionately affected – experiencing a significantly higher rate of alcohol-specific deaths and alcohol-related hospital admissions than those living in more affluent communities.

As a society, community, and as families, we need to be able to talk more confidently, openly, and honestly about alcohol and the part it plays in our lives. Making that more possible is our task.

FIND OUT MORE

You can read more about our work at <https://www.drinkaware.co.uk/>



JOB DESCRIPTION

Job title: Director of Operations and Programmes

Reports to: Chief Executive Officer (CEO)

Direct reports: Head of Digital Product
Head of Strategic Programmes

ROLE PURPOSE:

The Director of Operations and Programmes will oversee the strategic and operational delivery of Drinkaware's advice, content, products and programmes. This role is crucial in ensuring the effective implementation of public-facing information and behaviour change campaigns, working collaboratively with funders and internal departments to achieve the charity's mission.

MAIN RESPONSIBILITIES

Senior Leadership team

- Contribute to demonstrating progress against organisational objectives and support/influence sound financial and commercial decision making.
- Advise on organisation wide strategic planning, performance measurement and risk analysis supporting the CEO in ensuring arrangements are in place.
- Work closely with the Commercial team to ensure that the delivery of operational activity relates to the needs of all commercial and non-commercial relationships.
- Skilled digital ambassador to the wider team
- Proven experience in the management of change.
- Represent Drinkaware externally and deputise for the CEO when required.

Operations Management

- Lead the design, planning, execution, and evaluation of the charity's programmes and services.
- Ensure all operational activities align with the charity's strategic goals and objectives.
- Develop and implement systems and processes to improve operational efficiency, effectiveness and improvement – working closely with the Director of Research Strategy and Impact.
- Oversee the allocation and management of resources to ensure the successful delivery of programmes.
- Monitor and report on the performance of operational activities against established targets.

Digital Delivery

- Ensuring there is a coherent strategy for the charity's products and services.
- Develop and deliver a digital innovation roadmap, to ensure Drinkaware has a digital and data ecosystem that will enable us to work smarter and at pace.
- This will require close collaboration with the Commercial and Research & Impact Directors to ensure projects are integrated, consumer, stakeholder or partner-insight led, and delivered to agreed timescales.
- Work closely with internal stakeholders to assess the needs of users in the context of their working demands; this will require a consultative and collaborative approach
- Maintain, optimise and recommend developments to Drinkaware's digital platforms and infrastructure.
- Identify, build and leverage partnerships, including with Drinkaware funders, to enhance our knowledge to help evidence insights and impact through data sharing.
- Act as the information asset owner for digital services.

Programme Development and Delivery

- Lead the design, development, and delivery of high-quality advice, content, and products that meet the needs of the charity's beneficiaries to help improve the UK's relationship with alcohol.
- Ensure programmes are evidence-based, beneficiary-focused, and aligned with best practice.
- Evaluate and continuously improve programme content and delivery methods.
- Oversee the production and dissemination of public-facing digital and traditional information and resources.
- Ensure compliance with relevant regulations and standards in all programme activities.

Partnership and Stakeholder Management

- Work closely with funders, partners, and stakeholders to develop and implement joint initiatives.
- Build and maintain strong relationships with key stakeholders, including government agencies, NGOs, and community organisations.
- Collaborate with internal departments to ensure integrated and cohesive programme delivery.
- Represent the charity at meetings, conferences, and events to promote its programmes and initiatives.

Behaviour Change Campaigns:

- Lead the development and execution of behaviour change campaigns aimed at the charity's target audiences.
- Use data and research to inform campaign strategies and measure their impact.
- Coordinate cross-functional teams to deliver comprehensive and effective campaigns.
- Monitor and analyse performance, making adjustments as necessary to achieve desired outcomes.



PERSON SPECIFICATION

In your written application, please refer to the selection criteria given under Part One, below. Parts Two and Three will be explored at interview with selected candidates.

PART ONE

Knowledge and experience

- Educated to degree level or equivalent.
- Strong digital expertise and knowledge.
- Significant experience in a senior operational role.
- Proven track record in developing and delivering successful programmes and services.

PART TWO

Skills and abilities

- Strong project management skills with the ability to manage multiple initiatives simultaneously.
- Excellent stakeholder management and partnership-building skills.
- Strong analytical and problem-solving skills.
- Excellent written and verbal communication skills.
- Ability to work under pressure and manage competing priorities.
- Proficiency in using project management and data analysis tools.
- Data literate.

PART THREE

Leadership style and behaviours

- Passionate about the charity's mission and values.
- Highly organized and detail oriented.
- Proactive and able to take initiative.
- Collaborative and able to work effectively in a team environment.
- Creative and innovative in approach.
- Integrity and professionalism.



TERMS OF APPOINTMENT

SALARY

The salary range for this role is £95,000-£100,000 per annum on a full-time permanent basis. Starting salary is dependent on experience.

LOCATION

This role is based at 35 Chiswell Street, London, EC1Y 4SE.

Drinkaware offers a flexible working policy which requires two in-office days per week.

PENSION

7.5% employer Pension contribution.

ANNUAL LEAVE

30 days leave per annum, as well as bank holidays and your birthday (non-contractual). You will also have the opportunity to buy or sell up to 5 days of Annual Leave per year.

ADDITIONAL BENEFITS

- Ability to work outside core hours
- Private healthcare (non-contractual)
- Perks scheme
- Professional subscriptions paid
- EAP
- Learning and Wellbeing Grant
- Life insurance 4x salary



HOW TO APPLY

To make an application, please go to <https://starfishsearch.com/jobs/drinkaware-dir-op/> 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 set out in Part One of the person specification.

We would also be grateful if you would 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.

Deadline for applications is: Monday 16th September 2024

RECRUITMENT TIMETABLE

Closing date: Monday 16th September 2024

Preliminary interviews: w/c 30th September 2024

Final Panel interviews: 8th November 2024

