



CANDIDATE PACK FOR CHIEF EXECUTIVE OFFICER

WELCOME

Dear Candidate

Thank you for your interest in becoming our next Chief Executive. This is an exceptional opportunity for a new chief executive to lead our organisation, alongside a committed and engaged Board and wider pool of dedicated volunteers. Heart failure is an enormous challenge globally and in the UK. An estimated 1 million people in the UK have a heart failure diagnosis and a further 400,000 are undiagnosed. Furthermore, the prevalence of heart failure is expected to increase significantly over the coming years. Heart failure is poorly understood, and symptoms often go unrecognised, contributing to an increase in early death. Improved awareness, diagnosis and treatment could save thousands of lives each year and improve the quality of life for those living with heart failure.

The British Society for Heart Failure (BSH) was established 27 years ago as a professional society for clinicians and associated professionals in the field of heart failure. Its aim was to promote research into heart failure and disseminate such research, to effect high quality heart failure care. The Charity has grown in the past 5 years under the leadership of the Board and previous Chief Executive, trebling in size, raising its profile and building an impressive partnership behind its flagship project, **25in25**.

Launched in 2023, 25in25 is a long-term, national research and quality improvement project, aiming to reduce mortality from heart failure in the year after diagnosis by 25% in the next 25 years. Work has started with 5 pilot sites, with a short-term objective of developing and deploying a national dashboard for monitoring heart failure management. Longer-term goals are to improve heart failure detection, diagnosis, treatment and patient empowerment; and to create a database for those with and at risk of heart failure. The initiative is supported by over 60 heart health and heart disease organisations, gaining national traction and significantly increasing the profile and funding of the BSH.

This is a significant leadership appointment. Although our staff team is small, our activity is national, with opportunities for further international collaboration. The work we support has huge impact and the potential of 25in25 is enormous and could be globally significant. We are keen to hear from accomplished leaders with extensive experience in complex organisations, and ideally of working in membership organisations and the non-profit sector.

A visible and innovative leader, you will be able to inspire and influence at all levels, with the vision, energy and presence to represent the breadth of our work in the public arena. You will bring maturity of judgement, alliance-building capability and a track record of enhancing organisational credibility. With commercial acumen, you will bring a flexible and entrepreneurial approach to identify new opportunities for the BSH, including diversification of income. Finally, you will have the strategic leadership skills to move the organisation to the next level.

This is an opportunity to join BSH at a pivotal time. There is much to do to build on the success of the last few years, not least to drive forward 25in25 from its pilot phase into national roll-out. If you believe you possess the skills and experience, we very much look forward to hearing from you.

Dr Lisa Anderson
Chair of the Board of Trustees

WHO WE ARE AND WHAT WE DO

The British Society for Heart Failure (BSH) is a registered charity and professional membership organisation. We are governed by a Board of Trustees elected by and from our broader membership, which consists of 1,300 heart failure professionals, including doctors, nurses and pharmacists.

OUR VISION

Heart failure is a national priority, NHS resourcing is significantly increased, policymakers, healthcare professionals and wider society are fully aware of the causes, impact and burden of heart failure, and undiagnosed and late diagnosis heart failure is dramatically reduced and appropriately treated.

OUR MISSION

We drive up standards of heart failure care through well trained and resourced healthcare professionals, delaying or preventing the onset of heart failure, early identification and timely access to treatment, and improving patient outcomes.

OUR PURPOSE

- **Education and Research** – we lead the way in educating doctors, nurses and allied specialists working in hospitals and the community, to improve care for patients with heart failure. Our education work is always based on the best available research and evidence, and we support and promote research activity in multiple ways.
- **Membership** – we have 1,300 professionals from across the clinical community in membership. We equip healthcare professionals, including those most closely involved in caring for people with heart failure, with up-to-date specialist education and research, whilst providing opportunities for networking and other membership benefits.
- **Awareness** – we are committed to preventing avoidable heart failure deaths and improving the lives of people with heart failure through awareness and early intervention. Together, we can make heart failure a national priority through our work, research and education, with the aim of preserving life, increasing survival and improving quality of life for people living with heart failure. We work with other organisations in the health sector to further this ambition.
- **Influencing change** – through our professional standing, research and strategic engagement activity, we work to educate and inspire policymakers to do more to improve prevention, detection and treatment for heart failure patients. Our intention is to grow the network of heart failure specialists throughout the country so no one in need goes without the care they require.

OUR VALUES

- **Collaborative** – we work in partnership with clinicians, other health organisations, and with heart failure patients, recognising the benefit of an informed and collective voice.
- **Evidence-based** – our work, our policy and our campaigns are grounded in research, robust evidence and input from heart failure patients.
- **Professional and member-led** – we are a professional society of experts in heart failure who are committed to improving outcomes for people with heart failure. We are guided and led by our members, many of whom devote significant time to supporting the work of BSH.

OUR ORGANISATION

We have a small staff team, all based remotely but most of whom regularly work from our offices, which are next to Hyde Park in London. Further information about our staff team is available [here](#).

We have 9 volunteers on our Board of Trustees and over 50 volunteers who are members of our committees and very active supporting us to deliver our mission. Our Board oversees all aspects of the BSH's work. Trustees are clinical experts working across all aspects of heart failure, elected by our members and committed to ensuring we support people at all stages of their careers. We have several active Committees, run by our members and covering BSH activities including communication; education; policy; and research – more information about our committees is available on our website [here](#). We also have a Patients Advisory Panel, which provides a patient perspective to inform our work.

We have recently put in place a bridging strategy, to provide clarity about organisational purpose and strategic direction for the next 12-18 months. This will allow our new Chief Executive to settle into the role and then lead the development of a longer-term strategic plan. We have also just concluded a major review of our governance, led by consultants from the National Council of Voluntary Organisations (NCVO). Recommendations from the review are currently being worked up into an action plan, which we will be implementing over the coming months. Our [bridging strategy](#) can be found here

The organisation is in good financial shape, with annual revenues of around £1.5m and net assets of just over £800k. Our accounts for the last 5 financial years are available on the Charity Commission website [here](#). Further information about our performance in the last financial year, and our forecast for the current financial year, is available from our recruitment consultants. To find out more about the British Society for Heart Failure, please visit our website [here](#).



ROLE PROFILE

- Accountable to:** The Trustee Board, via the Chair of the Board.
- Accountable for:** The staff team, via the agreed management structure.
- Key Relationships:** BSH staff, Trustees, volunteers, members, external suppliers, contractors and stakeholders.

SUMMARY

The Chief Executive works alongside the Chair and Trustees to lead BSH, ensuring it provides high quality services and support for its members and furthers delivery of its wider mission. The Chief Executive is responsible for delivery of the Charity's strategic objectives, for promoting the Society and providing strong and effective leadership in all its activities such that it is seen as one of the leading medical societies in the UK and worldwide. In particular, the Chief Executive shall:

- Support the Board, particularly the Chair, working in partnership to provide strategic leadership the Charity.
- Provide clear direction for, and management of, the organisation in line with the strategic plan.
- Ensure maximum positive impact and the long-term sustainability of the organisation.
- Promote the profile of, and the interests of, the organisation and its members.
- Lead and inspire the staff team, living and applying our values.
- Whilst accountability rests with the Trustees, the Chief Executive will assume financial and legal responsibility, in line with the agreed scheme of delegated authority, for all aspects of organisational performance, ensuring compliance with relevant legislation and regulation.

KEY RESPONSIBILITIES

Strategy and Planning

- Working with the Board of Trustees, and wider membership, develop an organisational strategic plan and supporting business plans as deemed necessary.
- Be accountable to the Trustee Board for delivery of the strategic plan, providing regular progress updates to the Board and putting in place operational plans to progress the strategy.
- Oversee the development and promotion of the organisation amongst members and potential members.
- Expand and promote the work of the Society with external stakeholders, including identifying new opportunities for advocacy, funding and partnership through high level networking in line with the strategic plan.
- Identify opportunities for developing or expanding the Society's activities and income.
- Establish, develop and maintain effective partnerships with a range of external stakeholders including other healthcare organisations, Government, and other sector bodies.
- Be an effective and visible ambassador for BSH, acting as the public face of the Charity and promoting it at every appropriate opportunity.

Governance

- Maintain clear channels of communication with the Chair, wider Board and Chairs of Board Committees, seeking and providing advice when appropriate and alerting the Chairs in a timely manner to issues that may require attention.
- Oversee management of governance and risk, taking mitigating actions as required.
- Ensure timely compliance with all legal and regulatory requirements, ensuring the timely production of all reports required by the Trustees, agendas, minutes, annual reports and financial accounts.
- Serve as a Director of BSH Services Limited, the wholly owned subsidiary trading company of BSH.
- Work with the Trustees to ensure adherence to the Charity Governance Code and wider best governance practice.
- Support the Board and membership to manage the biennial election process, ensuring a fair and accessible election process, clear and robust election regulations, and appropriate independent controls, are in place.

Advocacy and Industry Liaison

- Develop a thorough and current understanding of heart failure to help promote the Society as a respected voice for its members and the heart failure profession.
- Develop and maintain key relationships within the heart health and wider healthcare sector, amplifying the voice of the BSH membership.
- Formulate and implement strategies to increase member engagement and patient involvement.

Financial Management

- Ensure effective financial controls, accounting and reporting processes and procedures are developed and maintained, and financial investments are effectively managed.
- Alert Trustees and Board to any financial issues that may require remedial action.
- Ensure the prudent setting and management of budgets for Board approval.
- Take a leading role in negotiations over funding and oversee the management and appropriate use of that funding, in line with the scheme of delegated authority.

Staff Management

- Recruit, lead and motivate all staff, ensuring the Strategic and Business Plans are communicated to and supported by team members through agreed operating plans.
- Manage staff, including contractors, in line with agreed procedures and ensure staff are provided with personal training opportunities consistent with their appointments and future advancement.
- Recommend to the Board of Trustees salary and remuneration adjustments for all members of staff.

Additional Duties

- Promote equality and diversity in all activities.
- Work with professional advisers to ensure Trustees can make decisions on a timely basis with adequate and relevant information.
- Achieve business targets as agreed with the Trustees and provide timely advice if such targets appear unlikely to be met for any reason.
- Take operational responsibility for premises, IT, insurance and health and safety management.
- Perform any other duties which would reasonably be expected within the role.



PERSON SPECIFICATION

In your application, please outline how you meet the competencies detailed in Part One of the person specification. Part Two will be explored at first and second stage interview for selected candidates.

PART ONE - KNOWLEDGE AND EXPERIENCE

Essential

- Substantial leadership and senior management experience, ideally gained in a not-for-profit, or membership organisation.
- Evidence of ability to develop excellent relationships with government, agencies, key partners and stakeholders.
- Successful strategic planning and delivery for an organisation of at least comparable size and complexity.
- Demonstrable experience of representing an organisation on a national or sector-specific stage and sustaining key relationships to advance reputation.
- A successful record of developing and sustaining strategic partnerships with relevant organisations.
- Proven understanding of financial management and successful experience of income generation.
- Experience of managing complex strategic projects to successful outcome delivery.
- Sound understanding of governance, charity regulation and legislation and comprehensive experience of working proactively with Boards.
- Commitment to equity, diversity and inclusion in the workplace and demonstrable experience of delivery of diversity and inclusion programmes.
- Significant experience of income generation.

Desirable

- Experience of working with health professionals, and an understanding of the structures and workings of the UK healthcare system.

PART TWO - SKILLS AND ATTRIBUTES

- Ability to lead others with energy and enthusiasm, to command respect and create an inclusive environment in which people are motivated to deliver outstanding results.
- Entrepreneurial with the judgement and ability to seize appropriate opportunities.
- Excellent communication skills (oral and written), including the ability to build alliances and present to a wide range of audiences.
- Ability to develop positive working relationships with individuals at all levels and to work with a Board, and in partnership with Board members.
- Ability to understand and interpret financial and management information.
- Effective prioritisation and organisational skills, with the ability to operate under pressure.
- Determination to promote and embed equity, diversity and inclusion throughout BSH activity.
- Commitment to promoting the development, and supporting the welfare, of BSH members.

SUMMARY TERMS OF APPOINTMENT

REMUNERATION

Circa £100,000 per annum, depending on experience.

LOCATION

This is a hybrid role, with an expectation that the Chief Executive is in the office at least once per fortnight. Office space is provided at the British Society for Heart Failure Office, 1 St Andrews Place, London, NW1 4LE. We offer flexible working options; however, the Chief Executive is expected to demonstrate the personal availability and presence required to lead the organisation.

BENEFITS

Other benefits:

- 25 days annual leave, plus 8 bank holidays and 3 customary days over the Christmas period.
- BSH complies with auto-enrolment duties under pension regulations, currently employer contribution of 3% (employee contribution 5%).
- Interest-free season ticket loan for travel, if required.
- Opportunities to attend conferences and training days to progress your career.

HOW TO APPLY

We hope you consider applying for this role. If you have questions about the appointment, and would like an informal conversation with one of our recruitment consultants, please contact Juliet Brown juliet.brown@starfishsearch.com or Rebecca O'Connor rebecca.oconnor@starfishsearch.com who will be happy to arrange a call.

To apply, please go to <https://starfishsearch.com/jobs/bsh-ceo> and click on the 'apply now' button, with the following prepared:

- Your CV (no more than three sides), including two referees, one of whom should be your current or most recent employer.
- A supporting statement (no more than two sides) that outlines your motivation for applying and how you meet the criteria detailed in part one of the person specification.

Our Equality and Diversity monitoring form, available on our online application site. The form is for monitoring purposes only and will be separated from the rest of your application.

Please also inform us if there are any dates during the selection timetable (outlined below) when you would not be available to participate.

SELECTION TIMETABLE

Closing date:	11:59pm, Sunday 10 November 2024
Preliminary interviews:	w/c 18 November and early w/c 25 November 2024 (online, with Starfish Search)
Shortlist confirmed:	w/c 2nd December 2024
Candidate assessments:	w/c 9th December 2024 (psychometric report, 1-2-1 meeting with the Chair)
Final Panel interviews :	Friday 13th December 2024 (in person, London)