



# Candidate Information

Deputy Director of  
Services

# About Beat

Beat is the UK's eating disorder charity. We exist to end the pain and suffering and loss of life among people affected by eating disorders:

- We help them to understand their illness, support them to get treatment and help them towards recovery.
- We help families and carers know how best to support a loved one into, through and out of treatment.
- And we train teachers, health professionals and other key individuals to spot when someone is showing the early signs of an eating disorder, how to talk to them and how to encourage them to seek and get treatment as quickly as possible.

We use our experience to campaign for better government policy and health service practice that addresses the challenges faced by people with eating disorders, always guided by the experience of our beneficiaries and the expertise of clinicians. We work both nationally and locally, focusing on three priority areas: early intervention, family empowerment and prevention & cure.

We have a five-year strategy for 2019-24 with the goals of:

- Reducing the delay between someone falling ill and starting treatment from over 3 years at present to less than 12 months, and shortening current waiting times from months to days;
- Ensuring that all family members and carers are fully informed about their loved one's illness and empowered to support their recovery;
- Achieving an increase in the funding and priority given to eating disorders research so that there is a chance of effective cures and prevention strategies being discovered.

Beat has been working for people with eating disorders for over 40 years. Anorexic Aid was formed in Manchester in 1974 while Anorexic Family Aid was created in Norwich in 1976. The two organisations merged in 1989 to become the Eating Disorders Association. We have been known as Beat since 2007. Our registered name changed to Beat (formerly Beat Eating Disorders Association) in October 2018.



## About Eating Disorders

Eating disorders destroy lives. They steal childhoods, devastate relationships and pull families apart. And they can be fatal. They are serious mental illnesses and include anorexia nervosa, bulimia nervosa and binge eating disorder. There are 1.25 million people in the UK with an eating disorder at any one time, with around 130,000 falling ill each year. While more women are affected than men, and eating disorders commonly emerge during adolescence, they affect people of all ages and genders.

On average, it takes someone over 3 years from falling ill before they seek treatment, followed by more than 6 years of waiting, therapy, semi-recovery and relapse before they get better. PwC estimates that this costs the NHS £4 billion per year. However, it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

Parents, siblings and other family members are also seriously affected. They should be enabled to help their loved one into a quick and sustained recovery but they can only play their role if they have full understanding, are fully supported and engaged by the health services, and if their own wellbeing is protected. However, they commonly report not being given useful information when a loved one is diagnosed, so they can't stop things getting worse while waiting for treatment to start and they don't know how to support their treatment regime. Families and carers also find that supporting the sufferer has a negative impact on their own physical and mental health.



## Our Values

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality. Central to our success is our commitment to building and maintaining supportive and mutually empowering relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and collaborative environment where people can experiment, learn and flourish. We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.

# Working Together

Our statement of values is a description of how we work at Beat when we are working together at our best. As the statement concludes, when we get this right we will achieve brilliant results, making Beat a truly inspiring and enjoyable place to work.

Central to those values is the conviction that happy people are more likely to perform at their best, and that people performing at their best are more likely to be happy in their work.

Everyone at Beat therefore has a responsibility for modelling our values and doing whatever is needed to make sure we are working together at our best for as much of the time as possible.

Managers in particular are expected to create an environment of cohesive and focussed teamwork built on trust, understanding and a shared determination to achieve great results. They put their people first and give them the support and freedom they need to innovate and succeed. The definition of a good manager at Beat is someone who is leading a happy and high performing team.

So if you are successful in your application, you can expect regular meetings with your line manager to share ideas, ensure wellbeing, support and review your progress. They will encourage your learning and development, enabling you to spend on average at least 10% of your time on L&D using a wide range of options. And they will ensure you have all the information and connections you need to do your job to the best of your abilities.

## Beat's Offices

Beat main office (and business address) is in Norwich. We have a Helpline and Support Services Centre in Warrington and a small office in London. A small number of colleagues are based elsewhere across the UK, working from home.

For the time being, all staff continue to work from home. Beat's offices have re-opened on a limited basis with physical distancing measures in place, which means that staff can work in the office if they choose, and when a business need arises.

In light of the lessons learned during recent months, Beat is piloting new working arrangements.



## Changes to working week and location being trialled at Beat

From October 2020 to March 2022, Beat is trialling two significant changes to our working practices:

1. Introducing a 34 hour full-time working week
2. Allowing significantly greater flexibility to work from home

This test is based on preferences expressed by colleagues during and after the Covid lockdown period and we hope that it will result in benefits to both personal wellbeing and organisational productivity.

Until September 2020, a full-time week at Beat was 37.5 hours long. The trial is to establish whether reducing this to 34, worked across 4 consecutive days rather than 5, will improve staff wellbeing without reducing productivity. Pay is not being reduced.

Under the new arrangements, most people will work 8.5 hours per day Monday-Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time staff hours are reduced by the same proportion.

No internal meetings are arranged on Fridays. The Norwich and London offices are closed (although still available for use as needed and in the case of personal preference). Full time staff are nevertheless required to be available to work on Fridays when required for meetings unavoidably organised by other organisations, with time to be taken off in lieu.

A slightly different version applies for the Helpline but the principle remains that full-time means working for 34 hours across 4 consecutive days (adjusted to allow for the required fortnightly weekend shift). The Warrington office will remain open 365 days a year.

Staff who are unable to work 8.5 hours in a day (e.g. because of caring responsibilities) can work some of their hours on Friday and requests for this working pattern would only be refused for very specific business needs or wellbeing requirements. Any full time staff choosing this option would nevertheless need to be available for engagements considered as 'business need' on Monday to Thursday, with notice given and TOIL to be taken as necessary.

We are also trialling an arrangement where the default location of roles is a split between the staff member's home and one of the Beat offices, with a high degree of flexibility and personal preference applied. During this period, other than people who are specifically recruited as home-based, staff will continue to be allocated to a Beat office, with their presence at that office required when a business need arises and with the option to work there at any other time, but with the option of being largely home-based.

This post is therefore being recruited on the assumption that the postholder will be at least partly home-based. A laptop and relevant other necessary equipment will be provided. If choosing to work from home, the postholder must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

The postholder will be required to attend meetings in one or more of the Beat offices when there is a business need. Expenses will be paid for any required travel to a different Beat office or other location.

The trial will be evaluated and may be adjusted, extended, ended or adopted permanently.



## Role Description

<b>Title:</b>	Deputy Director of Services
<b>Hours per week:</b>	37.5 (full time) - see pages 6-7 for further important detail
<b>Salary:</b>	£45,000 (Band 4)
<b>Contract:</b>	Permanent
<b>Location:</b>	Home based

Beat is experiencing a period of significant development as our services and influence expand and demand for our support rises. This change was underway before the coronavirus changed all our lives, but the pandemic has accelerated everything. Notably, our helpline is supporting three times as many people as pre-pandemic and our funders have responded generously. Furthermore, the NHS is increasingly considering Beat as a partner in service delivery, notably engaging us to provide direct support to carers and to people facing delays before treatment for their eating disorder can begin. We therefore find ourselves in the position of needing to rapidly develop new services whilst ensuring we are delivering against our current commitments.

The post of Deputy Director of Services exists to ensure that Beat is providing a high quality service to the greatest possible number of people affected by eating disorders, with a particular focus on our training and commissioned work.

## Relationships

The postholder will report to the Director of Services. S/he has line management responsibility for the Training Manager, who in turn leads of team of four contracted staff, a larger group of freelance clinical associate trainers and an emerging group of people who support our training from the perspective of their own lived experience. The postholder should expect to take on additional line reports as Beat expands further.

S/he will have a highly collaborative working relationships with several others across Beat, notably the Head of Support Services, Head of Marketing, Clinical Lead and Senior Project Manager. Over time, the postholder will take on lead responsibility for several key external relationships, notably senior staff commissioning us to provide services to the NHS..

## Key Responsibilities

- Deputise for the Director of Services as required in the development and delivery of Beat's Services strategy, with a particular focus on our training programmes
- Lead negotiations with NHS commissioners for contracts, ensuring that contracts are aligned to Beat's strategy and ability to deliver; maintain relationships with relevant NHS staff and ensure that Beat is in full compliance with all contract delivery specifications and reporting requirements
- Work in partnership with the Marketing and Income Generation team, and the Director of Services to provide data and case studies to support high quality funding/contract applications and related reporting
- Lead the Training function, championing our values and management principles, developing annual and quarterly operational plans for the Training Team, providing reports on progress against those plans and being accountable for the relevant budgets and optimum utilisation of resources.
- Monitor and evaluate the reach and effectiveness of Beat's support services and training, seeking opportunities for improvement and innovation.
- Act as a safeguarding lead.
- Represent Beat in relevant public engagements and act as a media spokesperson as required
- Identify own personal learning and development needs and seek opportunities to address them.
- Other responsibilities relevant to the purpose of the role as required by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

# Person Specification

Candidates should take each of the points below and, using each as a sub-heading in their Supporting Statement, demonstrate how they meet the requirements of the role.

## Relevant Experience

- At least three years' experience in a leadership role in a service delivery function, ideally obtained in a people or service focussed charity
- Experience of developing, implementing and evaluating programmes achieving successful outcomes

## Personal Competencies

- Ability to build and lead a highly cohesive and high performing team based on the principles of trust, mutual respect and empowerment.
- Strong communication skills with the ability to produce concise and persuasive written information
- Effective negotiation skills with the ability to present, defend, and adapt where appropriate, a position with authority in high-level meetings.
- Financially adept, with experience of producing financial data and reporting
- Good time management with ability to prioritise conflicting demands, work to deadlines and remain calm under pressure

## Specific Knowledge

- Good understanding of project management principles and the ability to support colleagues to use them.
- Strong understanding of mental health issues, and ideally of eating disorders
- Good knowledge of the relevant health sectors and NHS decision-making structures



## How to apply

Please include the following with your application:

- A comprehensive CV that includes your recent achievements and the details of two referees.
- A supporting statement that addresses the headings in the Person Specification, along with your motivation for applying

All applications should be uploaded via Russam's website. Please [click here](#) to begin submitting your application.

For an informal discussion about the role, please contact Melissa Baxter on 07789 985229 or [melissa.baxter@russam.co.uk](mailto:melissa.baxter@russam.co.uk)

**Closing date for applications:** Monday 14th June 2021

**Preliminary interviews with Russam:** Week commencing 21st June 2021

**Panel Interview with Beat:** Week commencing 12th July 2021

**Reverse Interview with the wider team at Beat:** Week commencing 19th July 2021