



Candidate Information Pack Chief Executive

Overcoming
MS

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Welcome from the Chair

Dear applicant,

Thank you so much for your interest in the role of Chief Executive Officer at Overcoming MS. In our tenth anniversary year, we are at an exciting stage in our development and in the delivery of our ambitious strategy.

Overcoming MS stands out as a charity in the MS space in three ways. Firstly, the research and evidence base which informs the seven-part Overcoming MS program, has had a transformative effect on the quality of life for so many thousands of its followers. Secondly, the empowerment that Overcoming MS inspires in communities because of the 'hope' and 'optimism' that is synonymous with the Overcoming MS charity. Thirdly, the sense of community which is at the core of everything that Overcoming MS does. However, there is so much more that we need to do to enable the Overcoming MS program to be accessible to everyone newly diagnosed with MS both in the UK and globally.

The pandemic and the subsequent downturn in the global economy has led to major challenges across healthcare systems with increasing clinical caseloads and many people newly diagnosed and living with MS feeling isolated and powerless. As we progress through 2022, our priorities are to further strengthen the operating model, better support our employees and volunteers, and work collaboratively across the multiple sclerosis and broader neurology space to deliver to our community following the Overcoming MS programme - and wider still to all those affected by MS. As the new Chief Executive you will lead the charity through the next phase of our development, identifying our contribution to address many of these challenges.

Working collaboratively with the Board, the President, staff team, volunteers, donors and the Overcoming MS community you will identify the key strategic priorities for the charity, the partnerships and relationships together with the resources required to successfully deliver them. You will work strategically with key clinical and research leaders, Chief Executives of the other leading charities in the MS and Neurology space as well as opinion formers and policy leads.

As the Chief Executive you will live our values – evidence based, empowering, community focussed, inclusive, collaborative and dynamic!

I do hope that you have been inspired by our journey to date and consider applying to be our next Chief Executive. We are here for everyone with MS who wants to live well as part of our supportive community.

**Dowshan Humzah,
Chair.**



About Overcoming MS

Overcoming MS is the world's leading multiple sclerosis healthy lifestyle charity. We are unique in our whole person approach and practical evidence-based focus upon self-management of MS, formulated as a holistic program.

We are registered to work in the UK (England, Wales, Scotland), the US and Australia

The Overcoming MS program addresses those lifestyle factors that are shown to influence MS progression the most, such as diet, sedentary living, stress, and lack of vitamin D, and in doing so, change the trajectory of the course of MS for the better. We provide extensive tailored information and support for people living with multiple sclerosis to help them make practical changes in their day-to-day lives.

Tens of thousands of people across the world are following the Overcoming MS Recovery Program and now living healthier lives, relatively free of the usual problems associated with MS.

The Overcoming MS website is a source of information, engagement, and support, with continuously updated stories, blogs, recipes, moderated online forums where no question is irrelevant and a robust social media community.

For further information please visit our website: overcomingms.org



The Overcoming MS charity was established by Linda Bloom in 2012, whose life was transformed by the approach.

She wanted to distribute the Overcoming MS program and its powerful message of realistic hope across the globe empowering ever more people to live well with MS. Today, OMS reach has exceeded 20,000 people affected by MS worldwide. Our team is small and punches above its weight, supported by a passionate and growing team and Board.



The Overcoming MS program is a product of pioneering work by Professor George Jelinek and the Neuroepidemiology Unit (NEU) of the Melbourne School of Population and Global Health, University of Melbourne, Australia. Its evidence is broad-based and incorporates over 1,000 research studies from some of the world's leading medical journals. Additional information about Prof. Jelinek and his research can be found [here](#).

What is Multiple Sclerosis (MS)?

Multiple sclerosis (MS) is a condition that affects the body's central nervous system (CNS). By the latest estimates, over 2.8 million people worldwide have MS.

MS causes your body's immune system to attack myelin, a coating that insulates some of your nerve fibers. This process is known as demyelination.

When myelin is damaged or destroyed, it affects the nerve impulses traveling to and from the brain and spinal cord, causing a wide variety of symptoms in MS.

This can cause life-changing symptoms, including extreme fatigue, numbness, tingling, pain, tremors, slurred speech, loss of balance and muscle coordination, visual disturbance and muscle weakness.

MS is three times more common in women than men and the diagnosis usually comes in the prime of someone's life, typically between the ages of 20 and 40.

MS can be a potentially devastating condition with a potentially profound effect on the quality of life. We're getting closer to understanding what causes it – most likely a combination of lifestyle and environmental factors as well as genetics.

When searching for the causes of various symptoms online, many sources will refer to MS in the list of possible diagnoses. The symptoms often attributed to MS can also be caused by many other conditions, so it is important that a specialist makes a diagnosis of MS.

Typical symptoms can include: Fatigue, Depression, MS spasticity, Vision problems, Walking (gait) difficulties, Tingling and numbness, Cognitive symptoms, Bladder spasms, MS vertigo, Bowel problems, Sexual problems.

It can feel overwhelming to see a long list of possible symptoms, but there are so many ways in which you can manage your symptoms and their progression with the Overcoming MS Program.

While there is currently no cure, there is hope for a brighter, healthier future

Click [here](#) to read more about MS.

2.8 million



people worldwide
have an MS diagnosis

75%



of an individual's risk
relates to environmental
and lifestyle factors

130,000



people are living with
MS in the UK today

1 million



people are living with
MS in the US today

85%



of all MS cases are
Relapsing Remitting
MS (RRMS)

3x



more women than
men are affected

Our Strategy

Over 2.8 million people worldwide live with multiple sclerosis, with many experiencing progressive disability over time. Though there is currently no cure and a diagnosis of MS can feel overwhelming, knowing that we can change our risk of deterioration through making healthy lifestyle choices, is empowering and gives us all hope for a brighter, healthier future. Our mission is to enable everyone with MS to achieve optimal health by taking control of their health and wellbeing, through making informed lifestyle choices.

At the heart of Overcoming MS is a self-management program for people with MS, devised to support their physical and mental health, based on clear, practical actions. Our vision is a world in which living a full and healthy life with MS is possible.

Click [here](#) to read more about our strategy.



Inform

We ensure people affected by MS are fully informed about evidence-based ways to help self-manage multiple sclerosis.



Support

We help people living with MS to feel supported through Overcoming MS Circles (our growing global volunteer community network). Overcoming MS Circles are accessible and responsive to the diverse needs of people affected by MS.



Empower

We advocate for and with people living with MS to demonstrate how self-management and lifestyle choices are a vital part of living a full life. We influence policy makers and campaign to raise awareness of the importance and benefits of MS self-management.



Collaborate

We support and contribute to the growing body of evidence around lifestyle choices and self-management of MS to help influence and create change amongst healthcare professionals and policymakers. We work in partnership with individuals, communities, healthcare professionals and other charities to create genuine and sustainable benefits for people living with MS.

Job Description

REPORTS TO: The Board of Trustees

RESPONSIBLE FOR: All OMS employees and contractors

JOB PURPOSE

- Provide strategic direction, astute financial management and operational leadership for OMS.
- Further solidify the charity's culture, working nationally and internationally, in a hybrid working environment.
- Actively work with and advise the Chair and the Board on all matters relating to the current activities and future growth of the charity.
- Ensure the overall sustainability of the charity through effective and robust management of resources and seeking and developing new opportunities.
- Work with the Senior Leadership Team and Board to developing donor relationships and strategic partnerships to grow the charity.
- Grow the visibility and influence of the charity nationally and internationally – especially amongst healthcare professional and key advocates.

KEY RESPONSIBILITIES

- With the Board, take responsibility for the charity's vision, strategy, business plan and policy to provide a visible, clear sense of where the organisation needs to go in the medium and long term.
- Develop a compelling overall strategy and lead its translation into meaningful and ambitious business and operational plans to all internal and external stakeholders – managing and mitigating risks whilst being aware of and accounting for disruption and uncertainty.
- Continue to develop the resourcing and organisational capacity and capabilities inherent to the delivery of the agreed business and operational plans.
- Lead and further solidify the charity's global expansion beyond UK borders, with a particular emphasis on the USA in the medium to long terms.
- Oversee the financial health of the organisation, developing diverse streams of income/fund-raising to ensure the potential of OMS is maximised and long-term operational viability is secure.
- Formulate and implement policies, tools and procedures for measuring impact; analysing data/CRM and building impactful plans from insight.
- Further shape and model the OMS culture, ensuring that it is aligned, both internally and externally, with the charity's values – alongside a strong evidence-base, inclusive community, and a position of hope, optimism and compassion.
- As an ambassador of OMS, alongside other team members, promote and represent OMS externally and develop and maintain good relations and effective networks with relevant stakeholders –including those following the program ('OMSers') and their families, the wider MS community (e.g. other charities, MS organisations, etc.), the medical community (NHS and private sector in the UK), industry bodies (i.e. NICE, Royal Colleges in the UK, and others in the US, Australia and Europe), government, media, major donors, commercial organisations, partnerships and the public.
- Keep fully abreast of the rapidly changing external environment, seeking out and responding to opportunities.

Person Specification

EXPERIENCE AND KNOWLEDGE

- Demonstrable history of success and achievement in a leadership role, including contribution to the development and delivery of strategy, organisational change and financial/operational targets.
- Experience in developing and driving the user journey, meeting service users 'where they are.'
- Strong team management experience, including building successful teams aligned with overall organisational vision and purpose.
- Experience working with a board in a voluntary, public or private sector. The ability to develop mutually beneficial relationships with trustees/board members and promote good governance.
- Experience or understanding of the health care and charitable sector would be highly desirable.
- Effective operational management experience.
- Strong understanding of philanthropic fundraising and diversity of income generation.
- Experience leading an organisation through a period of growth and change, aiming high while securing organisational grounding to provide stability and continuity.
- Delivering upon brand values and a brand promise with the end-users' needs firmly in mind.
- A passion for leading a purposeful organisation collaboratively

SKILLS, ABILITIES, AND PERSONAL QUALITIES

- Leadership and strategic ability, and the capacity to translate vision into implementable plans.
- People-driven, both externally (embracing of the OMS community and building relationships with relevant stakeholders) and internally (cultivating the development and growth of the OMS team).
- A performance-driven leader who understands the importance of setting specific measurable targets (KPIs) and being accountable to them, infusing this ethos into the organisation.
- Supportive leader who encourages the team to think freely and pursue innovative ideas/direction.
- A leader open to finding the best talent wherever they may be, including flexible and remote work.
- Analytically focused, data-driven thinker who knows the importance of using data proactively to power better decision making; to identify trends with an understanding of the need to invest in the latest technology and digital approaches to ensure the charity has the most insight into its users.
- A willingness to learn about the current field of lifestyle-based interventions alongside conventional medical treatments for MS.
- A passion to make a difference and empower people with MS on their journey to better wellbeing.
- A creative thinker who brings fresh ideas and perspectives to OMS' work as a charity, applying approaches drawn from different disciplines to achieve sustainable scalability and growth.
- Strong interpersonal, communication and negotiation skills in representing the views of the organisation to diverse opinion leaders, combined with proven success in building high-level relationships and influencing a range of external stakeholders.

Terms and Conditions

Location:	Hybrid: home based primarily, with up to 2-3 days a week of face-to-face meetings and team interaction in London, and in 'working-hubs' where team members are based.
Salary:	Competitive (in with scale of organisation in the charity sector with significant ambitions for growth).
Hours:	Full time (including some evening and weekend events, and some national and international travel engaging with the wider Overcoming MS community).
Hiring Timeframe:	Immediate.



How to Apply

If you are interested in applying for this role, please ensure you provide:

- A comprehensive CV, including your recent achievements, and the details of two referees.
- A supporting statement, addressing your motivations for applying. This should be two sides of A4.

All applications should be uploaded to the Russam website, click [here](#) to upload your application.

For a confidential discussion about the role, please contact Melissa Baxter (melissa.baxter@russam.co.uk / 07789 985229)

Closing date for applications: Monday 24th October 2022

Preliminary Interviews with Russam: 2nd and 3rd November 2022

Interviews with Overcoming MS: TBC

We look forward to receiving your application.

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