



# **Chief Executive Officer**

## **Candidate Information Pack**



# WELCOME LETTER

Thank you for your interest in the role of Chief Executive Officer with Beat, the UK's leading eating disorder charity. For over 35 years, we've been building our community of individuals who are suffering with eating disorders, their families, health professionals, supporters, volunteers, and donors. 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.

We encourage and empower people to get help quickly, because we know the sooner someone starts treatment, the greater their chance of recovery. We support family and friends, equipping them with essential skills and advice, so they can help their loved ones recover whilst also looking after their own mental health. And we campaign to increase knowledge among healthcare and other relevant professionals, and for better funding for high-quality treatment, so that when people are brave enough to take vital steps towards recovery, the right help is available to them.

We are seeking to appoint our next inspirational leader for Beat.

You will have demonstrable broad strategic and organisational leadership experience within a complex and / or national charitable organisation and will have worked closely with boards, senior management teams and external stakeholder groups. You will be a strong communicator – able to promote the work of the charity to the media, government, health committees and the wider public. Good business / financial awareness is also a must and the creativity to consider the new opportunities – in terms of collaborative working and funding partnerships. You will also have excellent interpersonal qualities with an ability to connect and empathise with the people we support. With strong foundations, and setting an ambitious strategy for the future, this role represents an exciting opportunity for an individual with a strong commitment to and enthusiasm for Beat and our important work. We look forward to receiving your application.

**Mike Cooke,**  
**Chair of Trustees – Beat**



# 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.

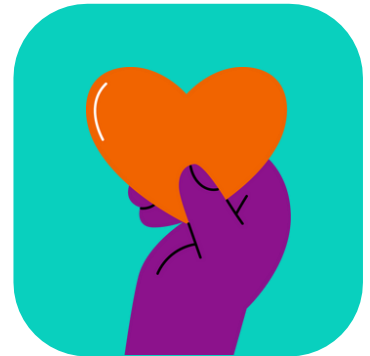
To make our vision a reality, we need to be bold. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return – being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming 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.

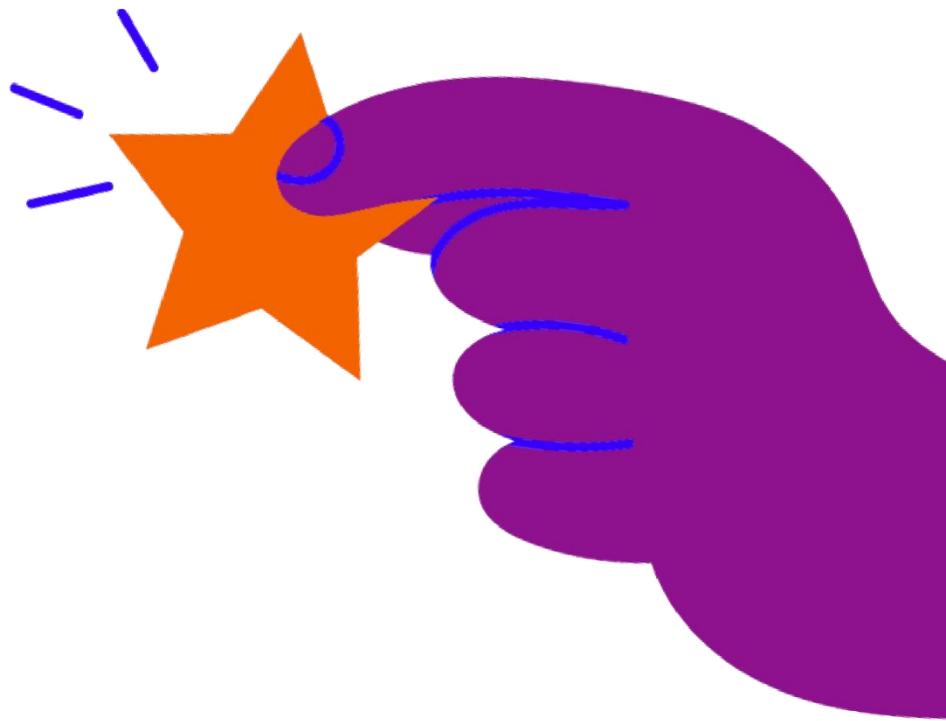
We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other accountable when they do not.

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



# PRINCIPLES FOR BEAT MANAGERS

Managers are collectively responsible for the success of Beat's strategy. They are expected to model and champion our values, building a trusting and empowering working environment where everyone's views are heard and valued and where people are working to their strengths.





# OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good.

# JOB DESCRIPTION

<b>Job Title</b>	Chief Executive Officer
<b>Location</b>	Hybrid
<b>Responsible to:</b>	Chair of the Board of Trustees
<b>Responsible for:</b>	Four Directors; Director of Services, Director of External Affairs, Director of Fundraising and Director of Finance and Resources.
<b>Salary:</b>	£95,000 per annum

## PURPOSE OF THE POST

The Chief Executive Officer is responsible for ensuring Beat is a strong, effective and financially stable charity, delivering an innovative strategy designed to maximise the positive impact on its beneficiaries and championing greater awareness of and action to address eating disorders within the UK.



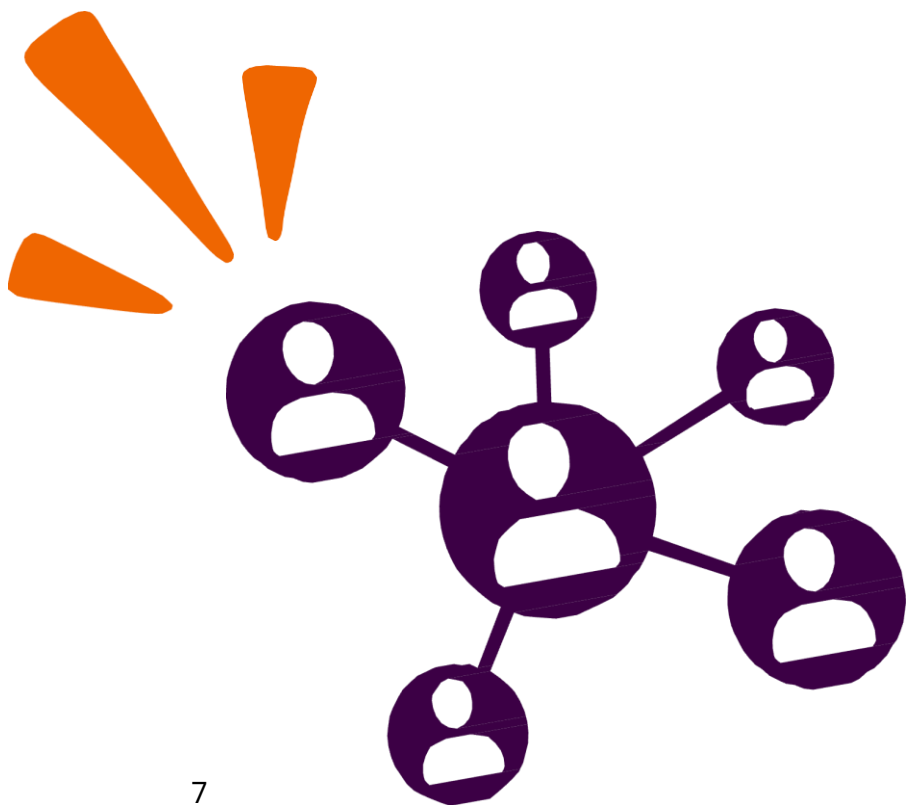
# MAIN RELATIONSHIPS

Working closely with, and line managed by the Chair of Trustees with strong relationships with the whole Board of Trustees,

The Chief Executive Officer will line manage the executive team and any other relevant roles.

As the leader of the charity the Chief Executive Officer will interact with staff and volunteers across Beat setting a successful and positive culture to enable Beat to meet its objectives.

The Chief Executive Officer will build and manage relationships with numerous stakeholders including donors, politicians and experts in eating disorders.



# KEY RESPONSIBILITIES

## Key Responsibilities

1. Lead on devising and delivering the organisation's mission, strategy and business plan with the maximum positive impact for our beneficiaries
2. Ensure income generation is maximised and charitable resources are used appropriately and to maximise impact
3. Carry out the day to day management of the organisation in line with the framework of delegation
4. Ensure the charity meets all legal and regulatory responsibilities and that all provision by Beat is high quality
5. Maintain a positive workforce with a focus on continuous improvement
6. Set and report against clear plans and objectives agreed with the board of trustees. Develop and communicate new strategies and plans working towards Beat's mission.
7. Ensure financial sustainability including appropriate reserve levels, communicate the financial position clearly to trustees and other stakeholders.
8. Represent the charity externally to ensure Beat remains highly credible as the UK's leading eating disorder charity.
9. Work with the chair of trustees to ensure we have a strong board of trustees working effectively with the executive and wider staff team
10. Support in the recruitment of key roles.
11. Ensure own behaviour is fully supportive of an inclusive culture in relation to all colleagues and other stakeholders.
12. Identify own personal learning and development needs and seek opportunities to address them.
13. Other responsibilities relevant to the purpose of the role as required by the line manager.

It should be noted the above list of duties is indicative only and not exhaustive. The CEO is expected to perform all such additional duties as are reasonably commensurate with the role and the needs of the charity.



# PERSON SPECIFICATION

**Candidates should take each of the points in the three sections of the person specification and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.**

## **Experience**

- Evidence of leading the development and delivery of organisational strategy, key targets, service improvements and management of change within an organisation of similar size and complexity.
- Solid track record of effectively managing resources and budgets, with experience of delivering long term financial sustainability and stewardship of valuable resources.
- Ability to forge and nurture effective partnerships and collaborative relationships with a range of organisations both inside and outside the research, healthcare and/or charitable sectors.
- Demonstrable evidence of strategic development and leading and inspiring people /organisations and developing effective partnerships.

## **Skills and personal attributes**

- A strong strategist, able to work with the Board to define a clear direction for Beat and then able to articulate that vision both within and outside the organisation.
- Must have a mature understanding of charity governance and the respective roles and responsibilities of the non-executive Board and the senior leadership team.
- Ability to ensure effective financial planning operates across the charity with tight financial controls and effective risk management in place.
- Ability to inspire, lead, motivate and manage staff and volunteers and develop the capacity of the Senior Leadership Team so that activities are coordinated and delivered across the whole organisation.
- Ability to engage and enjoy the confidence of a diverse group of staff and external stakeholders.
- Ability to delegate appropriately while identifying when support is required.
- Very strong written and oral communication skills with the ability to represent Beat at all levels both internally and externally.
- Resourceful and resilient with complex problem-solving, decision- making and analytical skills.
- Ability to demonstrate a coaching / mentoring style at all levels in the organisation.
- Ability to work with clarity, openness, and with a sense of determination to deliver agreed objectives.



## WHO WE ARE

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 STRATEGY FOR 2019–25 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.

We are now developing a new five-year strategy which will take us to 2030. This retains our current goals but with an additional focus on ensuring equity of access to treatment for anyone affected by an eating disorder, and achieving better outcomes for people with longer term illness.

Beat has been working for people with eating disorders for almost 50 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 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.



# BEAT'S SHORTER WORKING WEEK

Beat has permanently adopted two significant changes to our working practices:

- 1) Reducing the full-time working week to 34 hours over 4 consecutive days without reducing pay.
- 2) Allowing significantly greater flexibility to work from home

These changes were introduced to help protect staff wellbeing during the Covid pandemic, but were so valued by our colleagues – and resulted in higher productivity despite the reduced hours – that we have made them permanent.

Therefore most full-time staff at Beat work 8.5 hours per day Monday- Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time working patterns are agreed on an individual basis but with the 4 day week as a starting point.

The normal weekly hours are 34 hours worked over 4 days although the Chief Executive is expected to work as required and on a wholetime basis to fulfil the accountabilities of this critical leadership role.

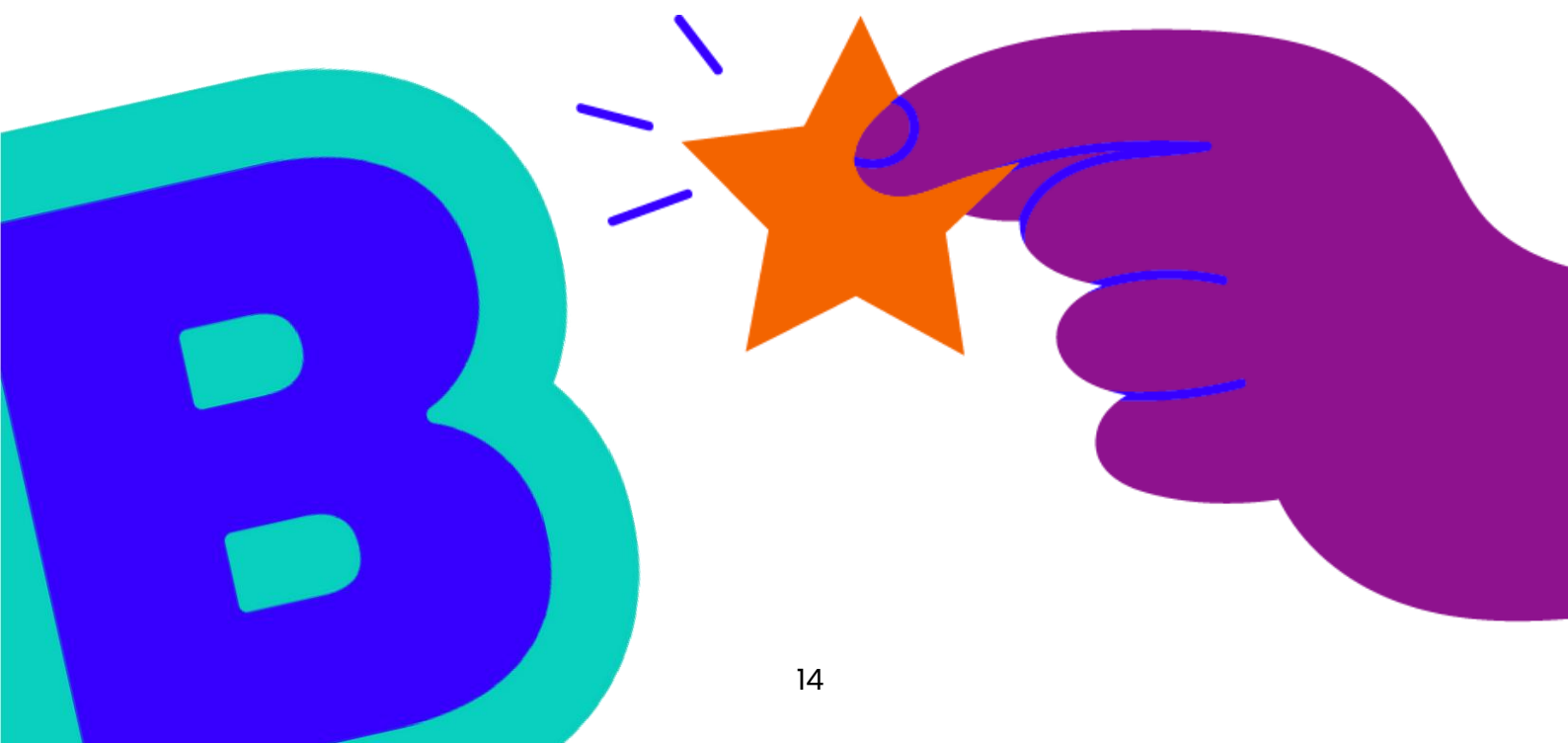


# BEAT'S OFFICES AND HOME WORKING

Beat's head office is in Norwich. Staff who are based in the office must be present there when a business need arises and can choose to work there whenever they like. Except for roles which can only be fulfilled in the physical office, staff also have a high degree of flexibility to work from home.

People who are recruited to be fully or partly home-based will be provided with a laptop and relevant other necessary equipment. All home-working postholders must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

Staff are required to attend meetings in the Beat office (or elsewhere) when there is a business need. They are also expected to travel to meet business needs, which vary depending on the role. Expenses will be paid for any required travel to locations other than the postholder's normal place(s) of work.



# RESILIENCE AND WELLBEING INTERVIEW

Our work at Beat involves supporting vulnerable people who may be in distress, and all staff are likely to come across potentially upsetting content. This can be difficult for staff at times and for some it can have a negative impact on their health and wellbeing.

In order to best protect our team, and ensure all staff are able to thrive at Beat, we conduct a resilience and wellbeing interview as part of the recruitment process. This will help to ensure that applicants understand the pressures of the role and are able to meet them, and that we are aware of the support they may need from Beat to do so.

## HOW TO APPLY

If you would like to apply for this fantastic opportunity, please provide the following with your application:

- An up-to-date CV
- A supporting statement of no more than 2 sides of A4, outlining your experience, motivations and suitability for the role.

**All applications are being handled by our recruitment partner, Russam. All applications should be uploaded via the Russam website.**

If you have any difficulty uploading your application or if you would like to have an informal and confidential discussion about the role, please contact Melissa Baxter – Managing Partner, Charities on:  
[melissa.baxter@russam.co.uk](mailto:melissa.baxter@russam.co.uk) | 07789 985 229

Application Closing Date: Monday 13th January 2025

Interviews with Beat (Panel & Informal): w/c 3rd February 2025 and w/c 10th February 2025 (Norwich)

