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Director of Services and External Affairs

Recruitment Pack

March 2021



Welcome

Thank you for your interest in the role of Director of Services and External Affairs.



Lymphoma Action is a national charity, celebrating 35 years of making a difference in 2021. It's at an exciting stage of its development, despite the challenges presented by the COVID-19 pandemic, which have transformed how we work and how we provide services.

We have been working to an ambitious and challenging development programme, which has seen us increase the organisation's reach and impact; launch new services and invest in our infrastructure. We are particularly proud of what we achieved in 2020 in terms of raising income and providing the services that people needed. People with blood cancer were classified as clinically extremely vulnerable to COVID-19 at the outset and have depended on us for vital COVID-19 and lymphoma related information and support throughout.

Our strategy for 2020-25 (available on our website www.lymphoma-action.org.uk/about-us) sets out our organisational goals and our priorities going forward. Whilst COVID-19 has impacted on many areas of our work and activities, our mission and long-term strategy still stand true.

The Director of Services and External Affairs is key to us achieving our mission. Responsible for all our service delivery and high-level external engagement, the role is crucial to our long-term success and increasing our impact.

Thank you once again for your interest, and we look forward to hearing from you.

Ropinder Gill
Chief Executive, Lymphoma Action
 r.gill@lymphoma-action.org.uk

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Your charity doesn't just inform people and their families who are affected by lymphoma but brings people together, so they can share their worries and get support when they need it.

Our Vision, Mission, Goals and Values

Vision Statement

Everyone affected by lymphoma will receive the best possible support, treatment and care

Mission Statement

Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone

Our 5 Strategic Goals

-  Create the highest quality information so that people can understand their lymphoma
-  Ensure that people affected by lymphoma can access the treatment and care that they need
-  Ensure that people feel supported with and beyond lymphoma by others who understand what they are going through
-  Be a voice for people affected by lymphoma in order to influence the decisions that affect them and raise awareness of lymphoma
-  Have the most effective resources so that we are sustainable and can deliver impactful services

Our Values

- Focused** – we are dedicated to the needs of those affected by lymphoma
- Empowering** – we build confidence to make change happen
- Trusted** – we use our expertise to deliver quality services
- Innovative** – we look to a better future for people affected by lymphoma
- Collaborative** – we are inclusive and value our partnerships



What we do

Lymphoma is a blood cancer or, more specifically, a cancer of the lymphatic system, which is part of the immune system. It is the fifth most common cancer in the UK with more than 19,500 people diagnosed every year. This includes diagnoses of chronic lymphocytic leukaemia (CLL) which is a form of lymphoma, despite its name.

While the majority of people diagnosed with lymphoma will be over the age of 55, lymphoma is also the most prevalent cancer among teenagers and young adults aged under 30. Approximately 125,000 people are living with lymphoma and CLL in the UK. For most cases of lymphoma, there is no known cause.



A photograph showing a healthcare professional in a white coat and a blue surgical mask assisting an older woman with a pink face mask. They are both smiling. The background shows logos for Lymphoma Action and Leukaemia Care. A teal banner at the bottom contains the text: "COVID-19 vaccines your questions answered Webinar Q&A with panel".

For our recent achievements, please read our 2019 annual report and accounts on our website.

Our services and activities can be broadly grouped as follows:

- **Information and publishing** – including high-quality information leaflets and publications (including *Lymphoma Matters* magazine), supplemented by a programme of webinars, podcasts and videos.
- **Lymphoma TrialsLink** – an online clinical trials database and information service.
- **Helpline** – open five days a week and providing much-needed emotional support. We receive more than 2,000 enquiries a year via telephone, email and live chat service on our website.
- **Support groups** – we operate a network of (now online) support groups across the UK. We also run a closed Facebook group with over 1,600 members.
- **Buddy Service** – we have a team of trained buddies whom we link with people who need additional support or who want to speak with someone who has shared similar experiences.
- **Live Your Life** – our award-winning survivorship and education programme, which we are currently running in digital format.
- **Events** – traditionally we run national and regional events for people affected by lymphoma although these are also being run digitally during the pandemic.
- **Healthcare education and training** – we run online training events and conferences for, and provide information to, healthcare practitioners working in the field of lymphoma. This includes GPs, nurses, specialist trainees and consultants.
- **Website** – www.lymphoma-action.org.uk offering a range of information and support with over 2 million visitors a year.

To find out more about Lymphoma Action and our work, please visit our website:

 www.lymphoma-action.org.uk/about-us

How we work

The Charity's work and strategic objectives are overseen by the Board of Trustees, which meets four times a year with the day-to-day operation of the organisation led by Ropinder Gill, Chief Executive, and a Senior Management Team comprising:

- **Director of Services and External Affairs**
- **Jim Howson, Director of Finance**
- **Karen Rabjohn, Director of Fundraising and Communications**

Financially, we are dependent on our fundraising work, with the vast majority of our funding coming from individual donors and some grant-making trusts and organisations. Whilst our annual turnover in 2019 was around £1.8 million, we know that it may be 2022/23 before our income returns to this pre-pandemic level.

Despite a significant impact on some of our income lines in 2020 we successfully reduced our expenditure and raised circa £1.7m in income (with significant emergency funding) to ensure that our services were not impacted. We have robust reserves and a clear plan to ensure that the charity is resilient and sustainable.

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I was diagnosed with mantle cell lymphoma in 2015. My consultant handed me the Lymphoma Action booklet and told me to read the sections on mantle cell lymphoma and stem cell transplants. The information helped me understand what would happen. It was absolutely accurate and reliable. I still refer to the charity's website and Lymphoma Matters magazine to keep up-to-date with developments. I explain my relationship with Lymphoma Action as that of a trusted friend – someone who I can rely on to be open and honest with me about my condition and to support me in any way they can.

Jeff



Jeff with his wife Anna

Job Description and Person Specification

Job title:	Director of Services and External Affairs
Responsible to:	Chief Executive
Duration:	Permanent
Location:	Head office (Aylesbury) with flexibility to work from home
Working hours:	Full-time i.e. 35 hours per week (substantial part-time considered i.e. 30 hours+ per week)
Salary:	Circa £47,000

Purpose of the role

This is an exciting time to be joining Lymphoma Action, leading an award-winning directorate, with a wide remit role blending service delivery and building relationships of influence. The postholder will provide inspiring and empowering leadership, working collaboratively with others to help us reach our ambitious goals:

- To lead the strategic development of, and be responsible for, Lymphoma Action's support services and volunteering function in pursuit of the charity's goals to meet the needs of those affected by lymphoma and the healthcare professionals that work with them.
- To ensure that the charity can effectively be the voice of people affected by lymphoma by articulating their needs to external partners; leading and developing our external affairs and policy work and working alongside key stakeholders to ensure that people affected by lymphoma can access the treatment and care that they need.
- To help us to respond to and manage the changes and transitions brought on by COVID-19 and build on the digital development which was accelerated by the pandemic.
- To be an active member of the Senior Management Team in driving the strategic direction and management of the charity and to provide the thought leadership on service delivery, development, innovation and inclusion.

Main duties

Leading and developing our information and support services

- To ensure that Lymphoma Action is at the forefront of providing excellent information, advice and support services at every stage of lymphoma and to increase the reach and breadth of those services by implementing our Diversity and Inclusion Framework for services.
- To innovate and provide strategic service development and direction for the Charity's support services by focusing on what people affected by lymphoma need and developing services to meet those needs using digital and non-digital means.

- To develop and implement annual business plans and KPIs for our support services and to monitor and effectively report to the Chief Executive and Board of Trustees against such plans and KPIs in order to drive our impact.
- To lead, line manage and support the Education and Support Services team (including helpline services and educational events and training for both healthcare professionals and patients) and the Regional Development Managers who deliver our peer support services (including support groups and our closed Facebook group).
- To lead, line manage and support the Publications team to ensure the provision of trusted, high quality and expertly reviewed lymphoma information in print, digitally and in other formats as required (including our series of podcasts, webinars etc).
- To work with the Services and Communications teams to ensure that we respond effectively to the COVID-19 pandemic and manage the transition back to face-to-face and digital support activities running in tandem.
- To lead and ensure our volunteering strategy contributes to our organisational goals and enables us to reach out into diverse and local communities.
- To build and maintain strong working relationships with key healthcare professionals, commissioners and health organisations, and with Lymphoma Action's internal medical and patient advisory groups.
- To ensure an effective system of quality assurance, evaluation and compliance and leading in the understanding and development of impact measurement for services.

External Affairs and Policy

- To represent, in conjunction with the Chief Executive, externally on relevant statutory and voluntary groups, forums and organisations including, but not limited to, the Blood Cancer Alliance, Lymphoma Global Coalition and Parliamentary groups.
- To collaborate and develop positive and effective relationships with external stakeholders (including Pharmaceutical companies, other charities/partners, NHS bodies and NICE) in order to drive the national policy agenda around effective treatment and care of lymphoma.
- To manage our public affairs and policy work by being a source of expertise and knowledge on lymphoma and lymphoma treatments in order to effectively give voice to the experiences and needs of people affected by lymphoma.
- To work closely with healthcare professionals and help manage our Medical Advisory Panel (MAP) in order to more effectively advocate and amplify the patient voice in, for example, our responses to healthcare technology assessments and NICE submissions, amongst others.
- To be a proactive spokesperson and presenter for Lymphoma Action to help build our public engagement approach; increase our profile externally and represent the patient voice or the work of Lymphoma Action at events, conferences and in the media.

Senior Management Responsibilities

- To be an active member of the Senior Management Team in contributing to the overall strategic, operational and financial management of the Charity and delivering on organisational strategies such as the People Strategy and Diversity and Inclusion Framework amongst others.
- To input to the annual planning and budgeting processes and into the short, medium and long-term strategy development.
- To be an effective leader within the organisation, exemplifying and demonstrating the values and behaviours of the organisation (trusted, innovative, focused, empowering and collaborative) and effectively following our policies and procedures.

Other

- To empower our staff and effectively manage a diverse team working remotely through the pandemic.
- To support the Director of Fundraising & Communications in fundraising opportunities and, in particular, to nurture and develop the relationships with appropriate Pharmaceutical companies in order to grow support from this income line.
- To keep up-to-date with developments and learning in the field of cancer-related patient information and support.
- Any other duties/projects deemed appropriate by the Chief Executive, subject to time and commensurate with level of responsibility and salary.

Person specification

You may not have all of these but we are looking for potential as well as experience and expertise and understand that you may have some areas of development for the Charity to support you with.

Knowledge and experience

- Experience of operating at a strategic level, working in a senior role within a charitable, support service or service delivery environment.
- Experience of influencing and building external partnerships and high-level relationships to advance strategic goals.
- Knowledge and/or experience of monitoring, evaluation and good impact measurement.
- Experience of budgeting, business planning and financial monitoring.
- Experience of addressing complex and challenging issues, particularly within the health/cancer services sector.

Skills and abilities

- Able to think strategically, with broad vision and with an ability to translate strategy into action.
- Able to gather and analyse information for effective critical thinking.
- Solution focused with sound judgement and clear thinking around risk management.
- Able to inspire, provide direction and delegate/co-ordinate effectively within teams.
- Excellent interpersonal skills with the ability to build effective working relationships internally and with external partners.
- Digitally savvy with a good understanding of the role that effective ICT and digital strategies play in delivering services.
- Confident, persuasive and able to influence, network and engage groups effectively.
- Able to understand complex health-related and medical issues in order to effectively advocate and present on/to external bodies, forums and organisations and to the media.

*The job will involve some travel throughout the UK.

*The role may also include some travel for the purpose of training and attending external meetings. Occasionally, there may be the need to work at weekends or during anti-social hours, for which notice and time off in lieu will be given.

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It is rewarding to have a positive impact on the lives of those affected by lymphoma.

How to apply for this role

Prospectus are our dedicated recruitment partners for this vacancy. Please apply via the Prospectus link with your CV only in the first instance, in Microsoft Word format. Following your initial application you may be contacted by Prospectus for an informal discussion, and may be asked to provide further information to assist with the recruitment process.

Please note, due to high volumes of interest in vacancies it may not be possible to answer all individual queries on positions prior to an application or registration. However, if you do have any specific questions not covered in the Candidate Pack please call Steven Fraser at Prospectus on **0207 6911925**.

As a specialist Recruitment Practice, Prospectus are committed to building inclusive and diverse organisations, and welcome applications from all sections of the community.

The recruitment timetable

Closing date for applications: 12 noon, Friday 19 March 2021

First stage Interviews: week commencing 5 April 2021

Second stage Interviews: week commencing 12 April 2021



Why work for Lymphoma Action?

- Our values and behaviours mean we have a great working culture that focuses on what we are here to do but also on being creative, supportive and having the right environment to be effective.
- We are an established and successful national charity that has supported our staff to work effectively, flexibly and safely during COVID-19, whilst focusing also their wellbeing.
- We have the infrastructure and processes to enable effective remote working and will provide you with the means to work from home.
- We offer a generous Employee Benefits package, which includes leave enhancements above statutory requirements and a life assurance scheme.
- In addition to eight UK public holidays, you will receive 25 days' annual leave, rising by 1 day for each year's service up to a maximum of 30 days (for full-time staff; pro rata for part-time staff).
- You will be auto-enrolled in the Charity's workplace pension scheme (unless you choose to opt out). Lymphoma Action will contribute a sum equal to 5% of your salary per annum and you are required to make a 3% minimum employee contribution in addition to the employer contribution. You may also make further or additional employee contributions.

Our values and the behaviours we look for in all our staff

Focused

- You focus on goals and on the best outcomes for our beneficiaries
- You are strategic and make good decisions and don't just focus on short-term needs
- You work in a flexible way, responding to new insights that will help increase our impact

Empowering

- You inspire people, celebrate success and acknowledge the efforts of others
- You support people to take on tasks and be confident in their decisions
- You respect the decisions of others and are resilient in the face of change

Trusted

- You are empathetic and show compassion but respect professional boundaries
- You do what you say you're going to do and take responsibility for your decisions
- You are open and honest with yourself and others

Innovative

- You are curious, open to new ideas and don't miss opportunities
- You make time for reflection, creativity and learning and encourage others to do the same
- You are willing to try new things and you learn quickly from your experiences

Collaborative

- You are inclusive, treat everyone as an equal and embrace diversity
- You listen well, communicate openly and share your skills and knowledge with others
- You believe in the value of relationships and understanding differing perspectives/feelings



Thank you for your interest in this role.

Lymphoma Action is a charity registered in England and Wales (1068395) Scotland (SC04850).

Registered address: 3 Cromwell Court, New Street, Aylesbury, Bucks HP20 2PB.

Company limited by guarantee registered in England and Wales (03518755).