

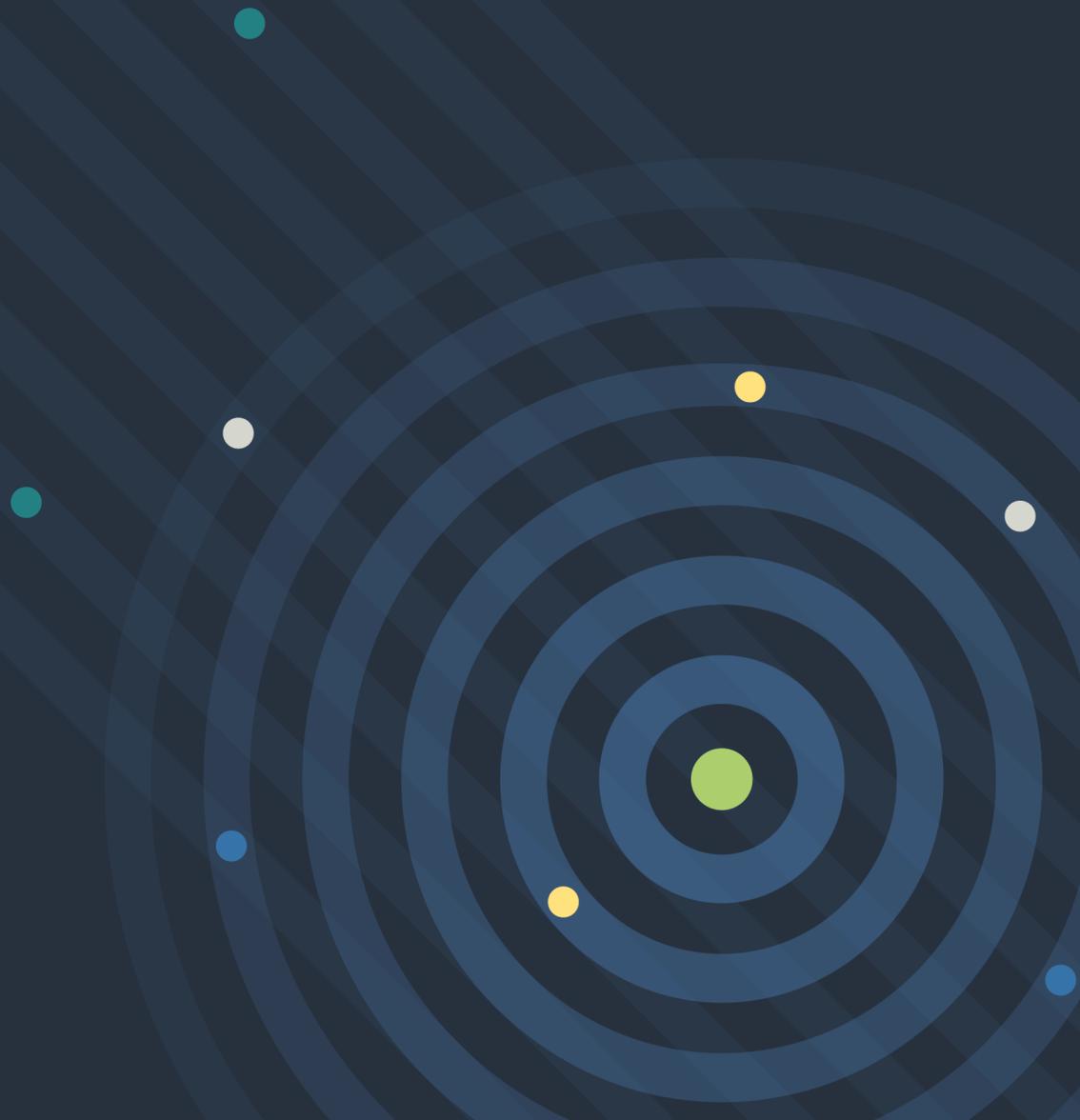
Attenti

Executive Recruitment Services

Action on Hearing Loss

Deputy Chief Executive

Appointment Brief



Introduction

Thank you for your interest in this brand new role. I thought it would help if I set out, in my own words, what I think we need in our Deputy Chief Executive.

Like many larger charities, Action on Hearing Loss stands at the cusp of great opportunity – and some undeniable risks. The world is changing extremely quickly. We have to move fast with it. Faster, perhaps, than we have been used to. It's exciting. We want to appoint someone who is naturally resilient and who enjoys working in a rapidly changing and uncertain environment.

We need someone very special to lead the work that get us and our community to where we should be. What does special look like? I am seeking a natural leader, but also a brilliant task-manager.

Since appointed as Chief Executive almost two years ago, I have focused on getting our house in order: strengthening our financial position, creating a clear strategy and building the team we need to deliver it. The Deputy Chief Executive is the last piece in the jigsaw. The right appointment now will set us up for success.

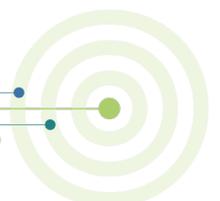
This will be hard work. I am therefore seeking someone with the grit, communication skills and entrepreneurial skill to dig in and build success for the long-term. This is a chance to prove yourself at the highest level and I would encourage anyone with ambition to come here and do this job well. You will get every support from myself and the Board of Trustees. As an organisation, we have a healthy, encouraging culture and it's a great place to work.

Diversity, equality and inclusion matter to me personally and to the whole team at Action on Hearing Loss. We are keen to welcome candidates from under-represented communities and specifically individuals who are deaf, have hearing loss or tinnitus. I do hope that having read through the appointment brief you will decide to apply, but if it prompts any questions or you would like to explore particular aspects, please feel free to contact David Fielding, Managing Partner of Attenti on 07810 507 235

Yours sincerely,



Mark Atkinson
Chief Executive



About Action on Hearing Loss

We're the UK's national charity supporting people with deafness, tinnitus and hearing loss. We support and encourage people to take control of their lives, campaign for change and fund research to better understand hearing loss and appropriate treatments.

Our vision

We want a world where there are no limits or labels for people who are Deaf, have hearing loss or tinnitus – where they can overcome any obstacles and live the life they choose to.

Our mission

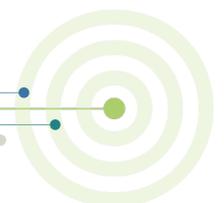
We've created a strong community that allows us to provide high-quality support for people who are Deaf, have hearing loss or tinnitus.

- We fund research to to better understand hearing loss and appropriate treatments, and drive the development of new technology.
- We campaign to change public perception and policy for those with deafness, hearing loss or tinnitus.
- We provide day-to-day support for people who are Deaf, have hearing loss or tinnitus
- We provide accessible information to help the people we support manage their condition and access their rights. We offer practical advice to help people protect their hearing.
- We supply communication services and training for people affected by hearing loss, including businesses.

Our values

Our values guide and challenge how we act, how we behave towards others, and how we go about our day-to-day work.

- **People**
We treat people as people, with human warmth, dignity and respect. We show kindness, care and understanding and approach everyone in the way we would like to be approached. We bring our cause to life by focusing on real people living with the impact of deafness, tinnitus and hearing loss. We also bring to life our charity



through people that work with us – from care and support teams, campaigners and scientists to our fundraisers and volunteers.

- **Passion**

We're passionate about our work and want to make a real difference to people's lives. If things can be improved, we won't just settle for how they currently are. We've prepared to challenge the status quo. We strive for high standards, taking positive risks and trying new things.

- **Partnership**

We work alongside others to achieve the best results. We listen carefully and try hard to understand other views and approaches. We share insights, ideas, learning and resources. We respect and value differences, and we enable others to participate. We act with integrity, building trust.

Our strategy

In 2019 we started work on refining our strategy. We plan to transform our activities to have wider reach and impact for the 12 million people in the UK living with deafness, hearing loss and tinnitus. This activity will be delivered through information, support and research.

Our new strategy will focus on three key areas:

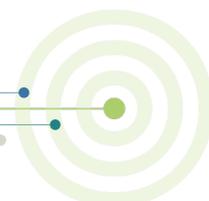
- Our research: a future where hearing is never lost.
- Campaigning for change: equality for people with deafness, hearing loss and tinnitus.
- Our community: connectivity, information and support for our community.

We also have aims as an organisation to create a strong sustainable charity for the future that will help us impact our hearing loss, tinnitus and Deaf communities.

Our finances

We have significantly strengthened our financial performance of the past 18 months resulting in a £0.5M operating surplus in 2019/20. We have repaid considerable debt, improved our cash position and returned to normalised banking. Our financial recovery plan is working and we continue to challenge our own efficiency to ensure we achieve maximum value for our supporters.

You can find out more about us by visiting our website by [clicking here](#)



We are looking for someone extraordinary to join Action on Hearing Loss to lead the delivery of our strategy. We are the largest charity in the UK supporting deaf people and those with hearing loss and tinnitus. We want to bring people together, provide information, advice and tips, campaign for change and invest in research that brings about new understanding and treatments for hearing loss.

You will have a UK wide remit and will be a leading and critical figure in our Executive Group, focused on transforming our organisation into a modern, dynamic social business reaching millions of people with products, services and campaigns that make a fundamental difference.

We are driven by our belief in equality and empowerment. As Deputy Chief Executive you will be critical to ensuring our efforts in local communities and nationally are bringing us ever close to realising our mission.

The Remit

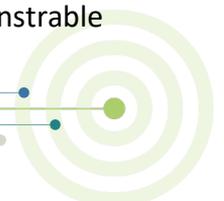
Strategy Delivery. Work in close partnership with the Board of Trustees, Chief Executive and Executive Group in providing leadership to the delivery of our strategy, specifically leading the provision of information and advice across our face-to-face and digital channels, campaigning for change and influencing business practice.

Transformation. Be a critical figure in our Executive Team and use our UK wide remit to transform Action on Hearing Loss into a modern, dynamic social business reaching millions of people with products, services and campaigns that make a fundamental difference.

Innovation. Ensure our offer is insight and data led and that we redefine the way we involve our customers and supporters. We want to build on our achievements since we started in 1911 but we also want to be fit for the challenges of the 21st century and you will ensure we are innovative and led by evidence.

Key Accountabilities

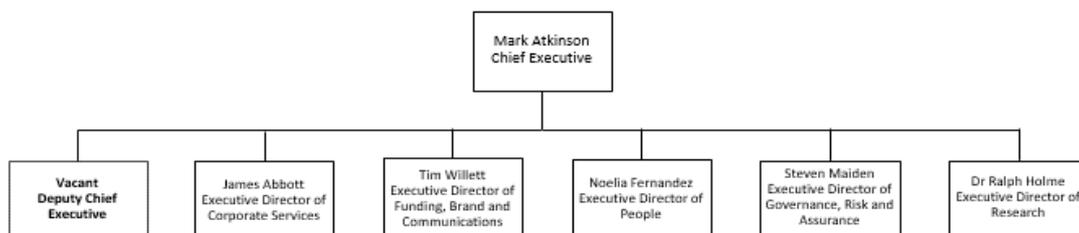
- Lead and provide senior executive direction to the delivery of our corporate strategy, specifically the provision of information and advice, and campaigning for change. Includes supervision of substantial functions, negotiating budgets, setting performance expectations, and monitoring and evaluating impact.
- Ensure our offer is relevant to the lives of millions of deaf people and those with hearing loss and tinnitus so we can achieve far greater reach and demonstrable



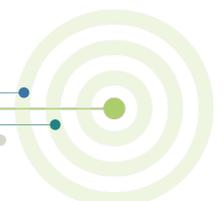
impact. This requires leading a shift to ensuring we build and implement our offer in a scalable and sustainable manner.

- Ensure coherence and integration across our charitable offer through exemplary planning, leadership and communications.
- The emotional intelligence to empathise with and appreciate others, creating opportunities for those you work with to grow and develop. Ensuring health and wellbeing.
- Contribute to the development and implementation of strategic plans and decisions by the Chief Executive, and actively participate as a member of the Executive Group, to achieve Action on Hearing Loss' objectives and mission.
- Deputise for the Chief Executive during periods of absence, and in relation to specific matters, issues or elements of the charity's operation as delegated from time to time by the Chief Executive.
- Develop and maintain effective working relationships with a diverse range of internal and external stakeholders and nurture effective strategic partnerships.
- Establish an approach to ensure our charitable offer is insight led and that we redefine the way we involve our customers and supporters.
- Act as the corporate lead on impact reporting in-line with best practices in the social sector. Act as the corporate lead on safeguarding.
- A commitment to Diversity, equality and Inclusion and how they can be embedded in all parts of organisational strategy, development and day-to-day operations.

Organisational Structure



The Deputy Chief Executive will line manage the following direct reports;



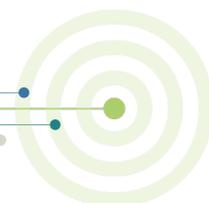
- Director – England
- Director – Scotland
- Director – Wales
- Director – Northern Ireland
- Director – Policy and Campaigns

Person Specification

You should be able to demonstrate and provide evidence of the following criteria listed below within your written application.

To be successful in this role you will be able to provide examples of:

- **Leader.** An accomplished and strategic leader with significant experience of successfully designing, delivering and evaluating a diverse portfolio of products, services and campaigns.
- **Galvaniser.** An entrepreneurial figure who has knowledge and experience of attracting support, funding and partners.
- **Modernizer.** Experience of modernising service delivery with a track record of innovative service design and delivery underpinned by an ability to work with experts (internally and externally) to bring about a modern and sustainable service portfolio.
- **Collaborator.** Demonstrable commitment to co-production and customer involvement in a non-statutory environment.
- **Energiser.** A team player with the energy, drive, determination and mindset to enable the growth of Action on Hearing Loss.
- **Influencer.** Gravitas to represent Action on Hearing Loss at the highest levels with partners, government, regulators, businesses and others.
- **Communicator.** Compelling story-teller who can communicate our mission, values and charitable offer and inspire key audiences and partners.
- **Grit.** Considerable personal resilience to lead change in a complex and transforming corporate environment.

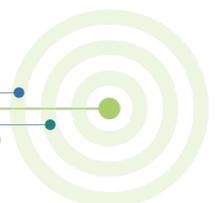


Terms and Conditions

- Salary circa £100 K
- The is a full-time role with flexible working
- Contributory pension scheme and life assurance
- Access to coaching/mentoring support and wider professional development
- Enhanced maternity, adoption and paternity policies
- Employee Assistance Helpline
- Childcare vouchers, eye test vouchers and contribution to frames and lenses
- Season ticket loan

Timetable

| | |
|-----------------------------|---|
| Sunday 5 th July | Closing date for all applicants |
| w/k 13 th July | Shortlisted candidates to have an informal conversations/meetings with the CEO and Director of People |
| w/k 20 th July | Final panel interview with CEO and Trustees Candidates to meet Chair of the Board of Trustees |



How to Apply

If you are interested in applying for this role, please do so via the Attenti website:

<http://www.attenti.co.uk/AOHLDCEO>

Please ensure you provide the following:

Please ensure you provide the following:

- A supporting statement. This should clearly set out how you meet each of the criteria set out in the person specification. You should provide evidence in your statement; and not simply a broad claim to have done it - give us examples and dimensions; tell us what this achieved and how it helped meet your organisations' goals.
- A comprehensive CV including details of your achievements in each role.
- Details of two referees, one of whom should be with regards to your current or most recent board level role, and let us know whether you would be happy for us to contact them as part of the process. Referees will not, of course, be contacted without your prior consent.

Please ensure that you indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you.

All applications will be acknowledged.

Attenti will respect the privacy of any initial approach or expression of interest in this role, whether formal or informal.

Please let us know of any accessibility accommodations you may require.

Closing date for applications is the **5th July 2020**.

For an informal and confidential discussion, after having read the appointment brief, please contact our advising consultants Jim Banks on 07787 004 768 or David Fielding on 07810 507 235 at Attenti.

