Recruitment Pack for:

Director of Healthcare Advocacy Services

October 2017
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Welcome from Rosemarie Finley, Chief Executive

Thank you for your interest in the role of Director of Healthcare Advocacy Services at Myeloma UK.

Myeloma UK is the only organisation in the UK dealing exclusively with myeloma, a bone marrow cancer for which there is presently no cure and which is ultimately for many a terminal illness.

Our goal at Myeloma UK is to make a material contribution to the identification of a cure for myeloma. Our strategies include primary research and, irrespective of origin, the acceleration of potential new treatments from the research bench to the patient bedside.

Our context is a complex one. A diversity of stakeholder groups including other charities, researchers, drug companies, clinicians, regulators and authorities means that new models of collaboration are urgently needed. In this respect, we are taking a lead in bringing these groups together. Revealing the potential unlocked by closer collaboration and the removal of process roadblocks are the keys to cost reduction, improved economic outcomes and far greater momentum towards new treatments.

In the meantime, we provide support to patients and families to ensure they are informed about myeloma and importantly the range of treatment choices available. We are realistic about the opportunities and challenges that will lie ahead for patients and at all stages we will be there to support them. We also play a role in informing healthcare professionals of new developments in myeloma treatments, so they may give their best to patients.

We are now progressively evolving more ambitious plans built on solid experience to date.

Exciting times lie ahead for our management team, who together will collaboratively drive the overall Myeloma UK agenda as well as acting independently and decisively on delivering agreed programmes. Our aim is to have inspired and inspirational leadership, passionate about the pursuit of a cure and the provision of patient services.

I look forward very much to meeting you and hearing your views on the role you might play in our journey.

Rosemarie Finley
Chief Executive
About Myeloma UK

Myeloma UK is the only organisation in the UK dealing exclusively with myeloma, a type of blood cancer that affects plasma cells in the bone marrow. These cells produce abnormal proteins and can cause a range of complications including bone damage, kidney impairment and anaemia.

In the UK, there are approximately 20,000 people living with myeloma at any given time and around 5,000 diagnosed every year. Although there are a growing number of effective treatments, these do not work for all patients; 20 – 25% of whom have high-risk myeloma, which means their outlook is generally very poor with a survival horizon of just 2-3 years.

There is currently no cure for myeloma and only about 40% of patients are alive after five years.

Myeloma UK helps myeloma patients live longer and with a better quality of life, providing a broad and innovative range of services which cover every aspect of myeloma, from providing information and support to patients, their families and healthcare professionals, to improving standards of treatment and care through research, education, campaigning and raising awareness.

Patients drive the organisation’s sense of urgency and desire to accelerate the delivery of improved care, effective treatments and ultimately to help find a cure for myeloma.

Priorities

The Myeloma UK team works tirelessly to accelerate breakthroughs that benefit patients in their everyday lives. They strive to:

- Discover and develop new effective treatments for myeloma patients
- Ensure patients and their families get access to the best possible treatment and care
- Provide information and support to anyone affected by myeloma to help them cope with everything a diagnosis of myeloma brings
- Work effectively, efficiently and to deliver excellence in everything the organisation does

Core values

Myeloma UK focuses on the needs of patients and their families. The organisation:

- Works collaboratively and strategically
• Brings passion and commitment to its work

• Works with a sense of optimistic urgency

• Won’t stop until a cure is found

• Aims to push boundaries, remove barriers and deliver solutions

Strategy and work

Myeloma UK aims to address and remove, rapidly and systematically, the barriers and challenges that are slowing down or preventing research, development and access to new effective treatments, optimal care, support and information.

It is the understanding of these barriers and challenges and the solutions that have been put in place that has enabled Myeloma UK to improve access to the next generation of myeloma treatments in the clinic.

By contributing funding, speed and efficiency into the critical steps of the drug discovery, development and approval process, Myeloma UK is transforming the way in which myeloma is researched, treated and managed.

To achieve this strategy, Myeloma UK:

• Funds a genetic research programme to discover and develop new “tailored” treatments; a ground breaking Clinical Trial Network that aims to accelerate patient access to new life-extending drugs; and a Health Services Research programme to inform how myeloma is treated and how patient care is designed, delivered and funded

• Provides resources for healthcare professionals so that diagnosis is improved, best practice is shared and patients receive the best possible treatment and care

• Works in partnership with decision-makers to ensure the earliest possible approval of new drugs and that the NHS provides the services patients and their families need. We do this through producing policy reports, providing empirical evidence, participating in consultations and launching strategic campaigns with the myeloma community

• Supports patients and their families through a comprehensive range of services including the Myeloma Infoline and Patient and Family Infodays
Organisational structure and financial overview

Myeloma UK comprises a staff team of 50 individuals working across its functional areas, each with a Director who collectively form the Executive Leadership Team.

Myeloma UK receives no government funding and relies almost entirely on voluntary donations and fundraising activities. Administration and running costs are kept to an absolute minimum.

During 2016 Myeloma UK received income totalling £4.8 million, of which £3 million was from donations and legacies. Other trading activity, including the Patrons programme and events, was £1.4 million.

Expenditure in the year was £4.1 million, which when the investment income of £0.8 million is added, resulted in net income of £0.8 million.

Total net assets at the end of the 2016 financial year are £6.6 million, of which £0.1 million is held in restricted funds. The remaining £6.5 million is held in designated and general funds.

The majority of the net assets are held in cash and bank investments which total £6.4 million.

In line with current strategy, Myeloma UK has made future commitments for grants payable in respect of research. The total of these commitments at the end of 2016 is £5.3 million.

For further information about Myeloma UK, please visit our website: www.myeloma.org.uk
The role

Reporting to the Chief Executive (CEO) the Director of Healthcare Advocacy Services will provide leadership and oversee the development, management and implementation of our ambitious patient and healthcare professional programmes. The Director of Healthcare Advocacy Services will be a member of an experienced Executive Leadership Team who will collectively support the Chief Executive with the implementing of the strategic plan, business planning processes and the management of an innovative portfolio of services.

This is an opportunity to play a major role in shaping the strategic development and future direction of the organisation, working at the cutting edge of myeloma research, patient advocacy, education, information and support. We are looking for an inspirational leader and an experienced, successful professional who will drive our service programmes forward.

Preferred locations for the Director of Healthcare Advocacy Services are London or Edinburgh. The role will involve regular travel and the post holder will be expected to have a regular presence in the Edinburgh office.

Key accountabilities

- Work as a member of the Executive Leadership Team (ELT) shaping the overall Myeloma UK strategies, goals, priorities and outcomes and reporting progress to Board
- Embed the organisation’s defined core behaviours and values and ensure the implementation of an ethical, transparent and patient-centric approach to programmes
- Provide clear professional leadership of the organisation’s patient and healthcare professional programmes, building on existing strengths and developing new opportunities
- Lead and support the development of the Healthcare Advocacy Services Team, enabling improved efficiency and effectiveness
- Provide confident and inspirational leadership, motivating the Team to ensure targets and objectives are met as per timeframe and plan
- Provide measurable objectives, performance appraisal and coaching, and where cost effective and appropriate, focussed external training
- Work collaboratively internally and externally to maximise the impact on Myeloma UK
- Attend national and international meetings and conferences to ensure Myeloma UK is fully informed and developing innovative solutions with all the services and programmes offered
- Establish and nurture relationships with leading researchers, academic institutions and healthcare professionals, including strategic partners, policy makers and
members of the pharmaceutical-related industries and specialities

- Work closely with senior colleagues to help build effective and persuasive cases for financial support and income generation, in relation to our major programmes and from high level donors

**General accountabilities**

- Prepare regular updates for the ELT and Board of Directors on the progress of Healthcare Advocacy Services Team objectives
- Provide ad hoc briefings to ELT and/or Board colleagues as and when necessary
- Contribute to the development of continuous improvement, developing new skills, adhering to organisational quality standards and team work, so as to strengthen all roles at Myeloma UK
- Demonstrate knowledge and understanding of best practice in all areas of workforce management and be aware of the Myeloma UK policies and procedures, including risk management and governance.
- Be attentive to and implement all organisational quality standards and policies including style and brand guidelines
- Participate in team meetings and work together with colleagues to maintain and improve knowledge and skills
- Act as a source of information and support to colleagues throughout the organisation
- Build productive working relationships with external advisers to maintain and enhance their commitment to Myeloma UK
- Demonstrate a commitment to ongoing learning and development and participate in any training relevant to the role
- Undertake such work as may be appropriate to the post

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of Myeloma UK at any time after discussion with the post holder.

**Shaping the Myeloma UK Culture**

Together with the ELT the Director of Healthcare Advocacy Services will create a distinctive and productive fit-for-purpose culture within Myeloma UK by:

- Agreeing, promoting and embedding appropriate organisational behaviours, attitudes and values, to include items listed below
• Engendering trust and goodwill among all employees and external stakeholders

• Promoting openness and honesty at all levels in the organisation (in this regard openness means both the readiness to give as well as receive feedback)

• Identifying and encouraging behaviours which are conducive to productive collaboration and eliminating those which are not

• Instilling a dedication to delivering on the agreed objectives and plans and actively eliminating extraneous unplanned activity – every hour counts

• Encouraging positive mind-sets, innovation, experimentation and learning from experience

• Designing jobs which are doable and work patterns that are sustainable and allow an appropriate work-life balance

• Ensuring opportunities are grasped to enrich the organisation with a diversity of experience, gender and ethnicity

The ELT will collaborate closely on creating our culture. In their approach to this they will role model these behaviours. In particular, they will be generous and open with positive feedback to staff where desired behaviours are demonstrated, as well as being incisive but sensitive and discrete in guiding those needing development towards improvement.
Candidate specification

Qualifications & experience

• Degree and/or post graduate degree, preferably in a life science or health profession
• Demonstrable outstanding work experience in healthcare, health information, educational or academic environment
• Understanding the needs and preferences of cancer patients and their families
• Demonstrable experience of delivering organisational change and improvement
• Successful team leadership and management experience at a senior level, including staff development, coaching and performance management
• Strategy and business case development and implementation experience
• Project Management experience and expertise
• Experience of functioning successfully within senior management forums within the academic, NHS, private or charity sectors
• Experience of budget preparation and management
• Understanding of the external funding environment

Skills

• Strong leadership skills with the ability to inspire and motivate teams to deliver results
• Capable of high level strategic, analytical and creative thinking
• Ability to conceptualise and translate concepts into rational delivery
• Excellent presentation and communication skills, both written and oral
• Highly developed interpersonal skill and the ability to engage with a variety of people
• Able to work under pressure and at a high rate of productivity within a dynamic and changing environment
• Highly organised, energetic and with a track record of delivery
• High level of attention to detail
Personal attributes

- Commitment to the mission of the organisation and be an advocate internally and externally
- Credibility at the most senior level
- Integrity and approachability
- A desire to continuously improve
- Commitment and desire to make a difference
**Terms and conditions**

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<thead>
<tr>
<th>Salary</th>
<th>Competitive salary</th>
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<tbody>
<tr>
<td>Probation period</td>
<td>Six months</td>
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<tr>
<td><strong>Pension</strong></td>
<td>Myeloma UK will comply with its auto-enrolment obligations and details of its designated scheme can be obtained from the HR and Operations Manager.</td>
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<tr>
<td><strong>Holidays</strong></td>
<td>Holiday entitlement is 28 days per calendar year, plus 6 public holidays.</td>
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How to apply

To apply, please send a full curriculum vitae with covering letter detailing why you are the right candidate for this role to eleanor.hughes@myeloma.org.uk or Eleanor Hughes, Myeloma UK, 22 Logie Mill, Beaverbank Business Park, Edinburgh EH7 4HG.

The closing date for applications is 17 November 2017.

First stage interviews will be held on 27 November 2017 in London with second stage interviews on 5 December 2017 in Edinburgh.

Appointment will be subject to receipt of satisfactory references.

If you have any questions regarding the role or the interview process, please contact Rosemarie Finley on 0131 557 3332.