



Candidate Brief for the position of  
**Chief Executive**  
**Jo's Cervical Cancer Trust**  
December 2020



## **Introduction from Clodagh Ward, Chair of Trustees**

Thank you so much for your interest in becoming the new Chief Executive of Jo's Cervical Cancer Trust.

James Maxwell's vision when he set up Jo's Trust in September 1999 was that the charity would be the best resource for help and information about cervical cancer and cervical cell changes, something that his wife Jo never had. He felt passionately about ensuring that everyone who needed it had easy access to the best and most up to date information and medical advice, and the opportunity to communicate with others facing similar challenges.

We are a charity that focuses on supporting those affected by cervical cancer and cervical abnormalities. We do this with on-line information resources, access to peers and experts who can help, that friendly voice on the end of a phone line. We really want to be there to help.

Over the past twenty years, Jo's Cervical Cancer Trust and its supporters have worked tirelessly to raise awareness of cervical cancer, its causes and how to prevent it. From its impact on the launch of the HPV vaccination programme to its education on screening, treatment and survivorship issues, Jo's Cervical Cancer Trust has continued to increase its reach and during that time, we have helped support thousands of people.

But there is still so much to be done. Join us and help lead the charity towards fulfilling this vision.

We are looking for an exceptional individual with a passion for our cause, to work alongside our committed and talented team of staff and Board members. As our new Chief Executive, you would play a vital role in the work of this dynamic charity providing strong, strategic and operational support, using your breadth of skills and experiences to help us achieve our goals.

We want to reduce the impact of cervical cancer across the UK, with less deaths, diagnoses and better care for all affected. If you share our drive and passion then we want to hear from you.

Yours sincerely

Clodagh Ward  
Chair of Trustees



## Overview

We are the UK's leading cervical cancer charity. Our vision is a future where cervical cancer is a thing of the past. But until then we don't want anyone to face a diagnosis alone. Cervical cancer can be isolating, life-threatening and leave those affected with long lasting side effects. We want to reduce that impact by providing high quality information and support, while campaigning for excellence in cervical cancer treatment and prevention.

Jo's Cervical Cancer Trust is the only UK charity dedicated to women and their families affected by cervical cancer and cervical abnormalities. We offer a range of information and support both online and face to face 24 hours a day and at every step of the journey. We also raise awareness about how cervical cancer can be prevented and campaign for best care and treatment.

## Information

We provide comprehensive, easy to understand information about cervical cancer, cervical abnormalities and their subsequent treatments all of which is accredited by the Information Standard and reviewed regularly by relevant medical experts.

## Support

Our services include:

- an online forum offering women the chance to build friendships and build mutual support
- an Ask The Expert service allowing people to submit questions to our panel of medical professionals
- local support groups which enable women to meet face to face with others also diagnosed with cervical cancer
- a free helpline providing a listening ear to anyone seeking support or information.

## Research and Policy

Our policy work spans all aspects of cervical cancer treatment, care and prevention across the whole of the UK and we regularly conduct new research to inform our work.

Through our research we aim to explore gaps in knowledge about cervical cancer and prevention that exist. We also aim work with women affected by cervical cancer and abnormalities to understand the issues faced by women during diagnosis, treatment and beyond.

We work with a wide variety of people affected by cervical cancer and health care professionals, including oncologists, gynaecologists, specialist nurses, GPs, practice nurses and colposcopists. We provide information, promote best practice guidance and campaign for clinical excellence for all patients.

Our latest reports focus on ways to prevent more cervical cancers and ensure the best care, support and treatment for people with cervical cancer.

## We play an active role in the following policy related groups:

- All Party Parliamentary Group on Cancer
- All Party Parliamentary Group on Women's Health
- Cancer 52
- Cancer Campaigning Group
- Cervical Screening Programme Board (England)
- Cross-Party Group on Women's Health
- HPV Action
- HPV Primary Testing Implementation Board (Scotland)
- Advisory Committee on Cervical Screening
- Scottish Cancer Coalition
- Wales Cancer Alliance

For further information on Jo's Cervical Cancer Trust please visit <https://www.jostrust.org.uk/>

For our Annual Report and Accounts please visit <https://www.jostrust.org.uk/about-us/impact>

## Our Vision

A future where cervical cancer is a thing of the past.

## Our Mission

To see cervical cancer prevented and reduce the impact for everyone affected by cervical cell changes (abnormal cells) and cervical cancer through providing the highest quality information and support, and campaigning for excellence in cervical cancer treatment and prevention.

## Our Values

Our core values support our vision, shape our culture and reflect what the charity values. They help us in our decision-making process and let our supporters and stakeholders know what we're about.

### Passion

With it we achieve the extraordinary.

### Respect

We make every effort to understand and be considerate of the needs of others.

### Evidence

This underpins every decision we make.

### Collaboration

We can achieve our purpose by working together.

### Challenge

Through it we influence, generate change and progress.

**The best thing about Jo's is that everything it does is developed with and for the people it supports, from the information it produces, to the campaigns it runs, to how it delivers services. It's run by real people who really care.**

- Roberta, Jo's Volunteer



## Background to the Role

Working in partnership with the Chair/Trustees of Jo's Cervical Cancer Trust, the Chief Executive will be responsible for driving the strategic direction of the Charity. The purpose of the role is:

- Have full management responsibility and P&L accountability, to define the appropriate structure to deliver the Charity's objectives.
- Recruit, develop and nurture talent.
- Provide effective leadership, sustainable growth and development of the Charity in accordance with the mission statement of the organisation.
- Achieve a single focus for the charity, create effective partnerships, identify and develop revenue streams and represent the Charity at public events.

## Principal Accountabilities

- Prepare, for Trustee approval, corporate and annual plans (strategic and business) together with specific performance objectives, that consolidate and focus the work of the Charity.
- Ensure that the performance of the Charity meets all legislative requirements and remains true and loyal to Jamie Maxwell's vision of making a difference to women's lives affected by cervical cancer.
- Formulate policies and provide timely and accurate recommendations and advice to enable the Trustees to fulfil their responsibilities for the proper governance of the Charity.
- Ensure that the Trustees are kept aware of current thinking and developments in connection with the work of the Charity and to maintain awareness of developments in the local and national arena which may impact on the strategy of the Charity.
- Manage the Charity effectively, ensuring that its financial security is maintained and that all expenditure is consistent with agreed budgets.



## The Candidate

### Qualifications

Ideally educated to degree level.

### Competences and Experience

- A proven track record of successful leadership in a relevant multi-faceted environment.
- Demonstrable experience of successful strategy development and implementation.
- Proven track record of income generation.
- Experience of successfully delivering organisational change and development.
- A track record of developing and leading a high performing team.
- Numerate with experience of financial management.
- Experience of representing an organisation or cause.
- A track record of influencing and building relationships with opinion leaders, funders and partners across a range of disciplines.
- Excellent communication skills at all levels, including writing and public speaking.
- An understanding of Charity governance.
- An understanding of current issues in relation to cervical cancer would be advantageous.

## Personal Skills and Attitudes

- Commitment, determination, energy and enthusiasm to implement the strategic plan and achieve the Trustee's objectives.
- An entrepreneur with a positive approach to problem solving.
- Inspirational and innovative leadership qualities.
- Effective influencing and negotiating skills.
- Self-motivated and results driven with ability to prioritise.
- Ability to work under pressure and meet tight deadlines.
- Exceptional inter-personal, ambassadorial and negotiating skills.
- First class oral and written communication skills.
- The ability to build influence and raise the profile of the Charity.
- Powerful persuading and influencing skills.
- Project planning and financial management skills.
- Willingness and ability to travel within the UK and abroad.
- A commitment to the vision and values of the Charity and an ability to enthuse others.

## Additional Details

Location	London
Salary	c.£80,000
Pension	6% employer contribution after six months. Matched by 6% employee contribution
Hours	37.5 hours a week, although you will be expected to work the hours necessary to meet the requirements of the job. There may be occasional evening or weekend commitments
Annual Leave	25 days plus public bank holidays by agreement with the Chairman
Reports to	Chairman and Board of Trustees
Responsible for	4 direct reports, 18 Team plus 5 fixed term contracts

## How to Apply

In order to apply, please submit a comprehensive CV along with a covering letter setting out your interest in the role and details of how you meet the Competencies & Experience criteria outlined in the Person Specification.

The preferred method of application is online at [www.berwickpartners.co.uk/81469](http://www.berwickpartners.co.uk/81469)

If you are unable to apply online please email your application to [response.manager@berwickpartners.co.uk](mailto:response.manager@berwickpartners.co.uk)

All applications will receive an automated response.

All candidates are also requested to complete an online Equal Opportunities Monitoring Form which will be found at the end of the application process.

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.berwickpartners.co.uk/privacy-policy/>

*In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and / or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.*

If you have any queries or would like more information in regard to this document, please contact:

**Sandra Hamovic** – Principal Consultant, Berwick Partners

Mobile: +44 79 7901 7447

Email: [Sandra.Hamovic@berwickpartners.co.uk](mailto:Sandra.Hamovic@berwickpartners.co.uk)

Closing Date – Monday 11<sup>th</sup> January 2021