

Job Requirements

Job Title	Reporting to	Responsible for
Chief Strategic Comms Officer	Chief Executive	Director of Research and Innovation, Head of Advocacy, Head of Campaigns and Comms
Approximate Salary: £125,000		

This document outlines requirements of the job role and person specification

It is intended to give the post holder an appreciation of the role and range of duties to be undertaken. It does not attempt to detail every activity. Specific tasks and objectives will be agreed with the post holder at regular intervals.

Job Purpose

BPAS are an independent healthcare charity which, for more than 55 years, has been advocating and caring for women and couples who decide to end a pregnancy. We are the leading specialist of abortion advice and treatment in the UK, supporting over 100,000 women a year in over 50 healthcare clinics nationwide. Over the last 12 months we have gone through significant organisational change and are putting in place a new leadership structure, supported by a Senior Operational Team. This role is a key member of the Executive Leadership Team.

BPAS' vision is for a society in which women are trusted to make their own reproductive choices with access to the information and services needed to exercise those choices. The Chief Strategic Communications Officer is an integral part of the Executive Leadership Team, sharing the collective responsibility for the key issues facing BPAS. You will be a values-driven leader who can inspire staff, trustees, as well as wider stakeholders, fostering an inclusive culture driven by our collective purpose. You will enhance and drive our reputation as a sector leader on advocacy and law reform in abortion care, building a strong advocacy, research and communications function to evidence, protect, and defend abortion rights for women.

As a senior strategic communications professional your role will be central to BPAS, leading and shaping our influencing and advocacy through a range of approaches and with a diverse range of stakeholders, including Whitehall, NHSE, CQC and sector partners. This role also supports BPAS through leading our capabilities for research and innovation and effectively communicating the outcomes of research that drives improvement in access to women's reproductive health and choice.

As a key member of the Executive Leadership team you will ensure the BPAS brand is seen as a centre of excellence and expertise on abortion and reproductive rights. You will work alongside the Chief Executive Officer as a key adviser and develop and communicate a clear strategic comms direction that aligns with the organization's mission, vision, and values

Principle Duties and Responsibilities

1. Strategic

- Be an integral part of the Executive Leadership sharing corporate responsibility with executive colleagues for the development of the BPAS strategy, financial and cost improvement plan
- Provide executive-level strategic leadership across BPAS, ensuring delivery of our vision and objectives.
- Counselling on executive decisions, and their potential ripple effects on the company's reputation, brand and strategic communications.
- Strategic adviser to the CEO and Board
- Accountable for being a BPAS ambassador and communicator, as effective and comfortable presenting on a panel, meeting with Government Ministers, civil servants and sector wide senior stakeholders to meeting with BPAS staff and service users.

- Manage the functions within the portfolio – research and innovation, marketing, communications and advocacy, ensuring a joined up approach across the directorate.
- Direct and utilise research to pilot new innovative approaches to service delivery that supports our advocacy for women’s choice
- Provide strong visible leadership and shape the Directorate structure to create alignment against our Strategy, objectives and ambition
- Be the expert voice within the Executive Leadership team and at the Board on all matters relating to advocacy, marketing and communications and research.
- Lead on the stakeholder engagement and management of a wide range of stakeholders, including government, NHSE, commissioners and sector partners.
- Ensure a cohesive strategy is in place that aligns BPAS advocacy, research and marketing and comms functions

2. Advocacy

- Lead the formation and management of BPAS’ external partnerships with key stakeholders to achieve policy objectives, including NHSE, ICBs, sector bodies and government.
- Form key relationships within BPAS to identify the organisation’s policy needs
- Develop and implement a strategy for cross-party engagement with parliamentarians and peers, as well as Government and civil servants, ensuring political neutrality and representation
- Design a range of lobbying, communications, and other activities to inform and persuade policymakers, including donors and politicians, of the value of BPAS's policy recommendations
- Develop robust, evidence based public policy positions in response to relevant consultations and production of policy statements

3. Marketing and Communications

- Oversee all external communication efforts including public relations, media relations, crisis communications, and digital presence.
- Lead all marketing and campaigning activity, ensuring alignment across all communications platforms that promotes awareness and engagement with the BPAS brand
- Ensure our brand strategy aligns to our fundraising efforts in terms of positioning, priorities, audience, campaigns, and dependencies
- Develop and maintain a Crisis Communications plan and lead the organisation’s communication response during crises, ensuring timely and accurate information dissemination
- Build and maintain relationships with key media outlets, journalists, and industry influencers.
- Act as the primary spokesperson for the organisation alongside the CEO and C Suite Colleagues

4. Research & Innovation

- Oversee the delivery of an innovative and thought leading programme or research that drives innovation across BPAS service provision and wider women reproductive health
- Ensure organisational commitment to the importance of data, analysis, evidence, evaluation and research and translate this into messages and leverage to inform and influence national stakeholders
- Ensure alignment of research, advocacy and communications to engage and drive stakeholders and drive forward the BPAS agenda
- Support the Director of Research and Innovation in securing grant and donor funding with the ambition that our research and innovation becomes self-sustaining over time.

5. Performance Management & Leadership

- Lead multi-disciplinary teams and cross organisational projects, contributing to the development of a “high support - high challenge” culture across the organisation
- Ensure that there is strong culture and supporting systems in place that enables individuals to raise concerns openly and safely
- Develop a framework to ensure a strong infrastructure for leadership, including the development of a competency framework to drive succession planning
- Hold direct reports to account, setting clear expectations and address any performance issues, supporting training and development where needed

6. Governance & Quality

- Collective Executive responsible for ensuring that services within BPAS are safe, effective and compassionate.
- Personally, promote a culture of openness and transparency in line with the duty of candour and ensure incidents of poor care and harm are reported and investigated openly and widely and that clear changes and improvements to practice are implemented within the agreed governance framework.
- Lead on ensuring effective systems and processes are established and maintained, thereby enabling the governance and risk management agenda to be delivered.
- Ensure robust arrangements are in place to ensure the highest standards of corporate and clinical governance are maintained.

7. Financial Management

- As a member of the executive hold shared accountability with the CEO and other Chief Officers for delivering the organisational budgets and cost improvement plans
- Undertake the development of business cases, including the assessment of implications and ensuring that a post-implementation review of approved business cases is undertaken
- Undertake and fulfil budgetary responsibilities associated with directorate.
- Support delegated budget holders and ensure that they successfully fulfil their financial responsibilities and meet the financial competencies required in their role.
- Operate within the agreed income and expenditure budget, working to ensure financial performance is optimised.
- Provide adherence to BPAS Delegated Authorities and work with relevant colleagues to ensure that controls and processes are in place to achieve financial balance.

8. General

- Ensure that colleagues are treated fairly and can speak openly, behave at all time in a non-discriminatory way and challenge any behaviour of others that does not reflect the BPAS values.
- Leads by example reflecting the organisational values, committed to equity and inclusion and passionate about the development of others
- Understands the nature of an Executive Leadership appointment, particularly responsibilities towards the governance of the organisation in line with Charities Commission, CQC and NHS England expectations and regulations.
- Adheres to BPAS Information Governance requirements, treating all information as confidential and abides by the Data Protection Act.
- Complies with the policies of the organisation including BPAS health, safety and environment.
- Adheres to BPAS Infection Control Policies and makes every effort to maintain high standards of Infection Control at all times (recognising that Infection Control is everyone's responsibility, whether clinical or non-clinical)
- Takes responsibility to safeguard young people and to protect vulnerable adults. Ensures that policies and legislation relating to child protection and safeguarding of children, young people and vulnerable adults are adhered to. Embodies and promotes an approach where all staff are aware of their individual responsibilities to report any safeguarding concerns and ensures they know the correct escalation and referral mechanisms in their area of work.
- Demonstrates personal commitment and contribution to effective teamwork across the full range of BPAS activities including the maintenance of effective liaison with internal and external key people and organisations.
- Values, promotes and commits to equality of opportunity, equity, diversity and inclusion. Endeavours to integrate these values into all activities.
- Attends training relevant to role and as provided, and actively and continuously reviews all work-related activities to contribute and suggest areas for improvement.
- Undertakes any other tasks which are commensurate with the level and responsibilities of the post.

The following qualities, traits and skills are deemed essential for Executive Leaders guiding BPAS towards success, making critical decisions and inspiring others to achieve their best.

1. **Vision:** Able to articulate a clear and compelling vision for the future of the organisation to inspire and motivate others to work towards common goals.
2. **Strategic thinking:** Able to think strategically and anticipate future challenges and opportunities. Skilled at developing long-term plans and setting priorities to achieve strategic objectives.
3. **Decisiveness:** Able to make tough decisions and act, particularly in uncertain or high-pressure situations. Skilled at gathering relevant information, weighing pros and cons, and able to act decisively to contribute to moving the organisation forward.
4. **Emotional intelligence:** Able to understand and manage own emotions and empathise with others. Aware of wider-team feelings and motivations, and able to use this understanding to build positive relationships
5. **Integrity:** Demonstrates ethical and inclusive leadership, gaining the trust and respect of employees and stakeholders. Acts honestly and transparently, making equity and inclusiveness a reality through leading by example, adhering to ethical principles and organisational values.
6. **Communication:** Demonstrates effective communication skills through ability to convey vision, goals, and expectations clearly - inspiring others through words and actions.
7. **Adaptability & Flexibility:** Able to evolve, adapt and thrive throughout changing environments and circumstances. Demonstrated ability to foster positive work environments in all situations.
8. **Innovation & Improvement:** Embraces innovation and continual improvement, remaining open to new ideas and approaches. Encourages creativity within the organisation, staying ahead of latest developments and competition and adapting to changing market conditions.
9. **Accountability:** Takes responsibility for the actions and the outcomes of their decisions. Demonstrates ability to hold themselves and their team accountable for meeting objectives and learning from mistakes.
10. **Delegation & Empowerment:** Able to delegate appropriately and effectively and, by doing so, empowers and develops others, by providing resources, support, and opportunities for growth. Fosters a culture of collaboration and recognises outstanding performance.
11. **Resilience:** Demonstrates ability to bounce back from setbacks and maintain composure under pressure, staying focused and able to offer guidance to others through challenging times.
12. **Strategic Networking:** Builds strong networks of relationships with key stakeholders, peers, and industry leaders to provide valuable insights, partnerships, and support. Prioritises and maintains visibility throughout the organisation.

Person Specification

(‘Desirable’ Criteria are marked in Italics)

Education / Qualifications / Training / Experience

- Politically astute with significant experience of effective influencing and the development of advocacy, from the identification of objectives, targets and opportunities, through the delivery of a range of approaches to achieve change
- Significant experience gained ideally within healthcare, charities or similar settings on leading the strategic communications, campaigning and advocacy function at a C Suite level
- Demonstrable evidence of delivering change through strategic communications and engagement, ideally within a human rights or healthcare setting
- A very experienced ambassador and communicator, able to connect and take multiple stakeholders with them, from Whitehall through to service users
- Demonstrable experience of setting clear objectives with teams, encouraging personal development and addressing performance management issues
- Proven experience of operating at a board level within a comparable organisation
- Significant experience in shaping strategic communications and successful execution of the strategy to drive measurable impact
- Experience of designing and delivering national marketing and campaigns strategies ideally within women’s

health or human rights

- Excellent experience in building a range of partnerships and collaborations formal and informal, leading in some, connecting different agendas and shaping the work of others behind the scenes.
- Experience in using evidence-based arguments to drive social change, utilizing data and research outcomes
- *Formal qualification in Public Affairs, Journalism or marketing and communications (desirable)*

Knowledge & Skills

- Highly effective communication skills – must be able to articulate complex issues to a wide range of audiences, both written and verbally
- Excellent presentation skills with the ability to engage and influence diverse audiences.
- Strong interpersonal and negotiating skills, with the ability to engage, build and sustain relationships both within BPAS and within external organisations.
- Able to demonstrate sound financial management skills and understand business centred approach to healthcare provision.
- Able to take 'tough' decisions and calculated risks and see required action through.
- Demonstrates strong commitment to action to achieve equality and diversity in the workforce and for the community.
- Ability to share vision and engender ownership in others.
- Exhibits a drive, energy and enthusiasm and resilience to drive through and achieve end results and improvements.

Values & Behaviours

- Possesses a genuine passion for the organisation's charitable aims, mission, vision and values
- Able to lead with compassion and empathy whilst remaining clear on expectations and deliverables
- Able to maintain strict confidentiality
- Remains calm under pressure
- Possesses drive, enthusiasm and energy
- Builds professional and personal credibility to gain support
- Confidence in ability to deliver
- Ability to work under pressure
- Committed to equality, diversity and inclusion and anti-racism

General

- Able to travel to other sites, and work additional hours as necessary
- Able to participate in the on call rota outside of core working hours
- Commitment to a woman's right to choose abortion

	Agreed by manager / employer	Agreed by job holder
Signature		
Print Name		
Date		

How To Apply

To submit an application, please email recruitment@bpas.org with the reference CSCO and include the below:

- A Curriculum Vitae (CV) with education and professional qualifications and full employment history. Please include daytime and evening telephone contact numbers and e-mail addresses.
- A supporting statement that should outline your motivation for applying, what you believe you can bring to the role, and how your skills and experience align with the role description and candidate profile.
- Responses to the application questions below

Application Questions

1. What does 'Values Driven Leadership' mean to you and how has this shaped your career to date?
2. What are your views on abortion? How do you feel about patients returning multiple times for abortion care?
3. How will you use your experience to date to lead and shape our influencing and advocacy with a diverse range of stakeholders
4. Can you share your experience of developing a strategic comms strategy and the outcomes this achieved

Indicative Timetable:

Closing date for applications: 9am - Friday 4th October 2024

Preliminary Interviews (In Leamington Spa): WC 21st October 2024

Final Interviews (In Leamington Spa): WC 28th October 2024

Terms & Conditions of Employment

Location: Hybrid - Home working with days in Head Office Leamington Spa and BPAS Units when required.

BPAS Head Office, Orion House, Athena Drive, Tachbrook Park, Leamington Spa, CV34 6RQ

Salary: £125,000 Approximately

Hours Per Week: 36 hours Monday to Friday

NB: Shifts that are longer than 6 hours, will include a 30 minutes unpaid break.

On call

All members of the C-Suite will be required to participate in an on-call rota. The On-Call policy and procedure is being reviewed and revised, and will be discussed in further details once finalised

Holidays:

34 days per year, including Bank Holidays. (Pro-rata for part time staff)

Life Assurance:

Cover equivalent to 3 times salary

Pension Scheme:

You will become an active member of the BPAS personal pension plan after 3 months of employment if you are an 'eligible jobholder' under auto-enrolment rules (or if not, you can choose to join). You will also have the opportunity to contribute more than the statutory minimum into the pension scheme, on a sliding scale, with BPAS contributing a maximum 7% of salary.

Training:

At BPAS our staff are our most important asset. It is policy that staff participate in appropriate training and development opportunities to enable them to perform their job to a degree that assures clients of a quality service and provides personal satisfaction to the member of staff. This may involve travelling to Head Office or other UK locations.

Working with us:

Alongside a supportive and friendly working environment, BPAS has generous benefits including life assurance cover at 3 times salary, 34 days annual leave per year and a defined contribution pension scheme you will also have access to our employee benefits programme through BHSF which includes special health and wellbeing services, as well as lifestyle offers for you and your family. This includes various salary sacrifice schemes, counselling services and free private GP appointments.

Safer Recruitment at BPAS:

BPAS is committed to safeguarding and promoting the welfare of vulnerable adults, children and young people through the adoption of a safer recruitment framework in the hiring of new applicants which includes a number of pre-employment checks.

Safer recruitment at BPAS ensures a thorough review and assessment of the skills, qualifications, experience and values of all applicants in relation to working with vulnerable people. It is vital that candidates who are recruited at BPAS are safe and contribute to high standards of client care. The selection and recruitment of applicants will be conducted in a professional and responsive way in compliance with current employment and safeguarding legislation.

Fit & Proper Persons

BPAS must ensure that all Director and Board appointments meet the 'fit and proper persons test' - the regulations place a duty on NHS providers not to appoint a person or allow a person to continue in their role if this test is not met.

The requirements of Regulation 5 of the Regulated Activities are that the following requirements must be satisfied to appoint to a director / Board role;

- The individual is of good character
- The individual has the qualifications, competence skills and experience which are necessary for the relevant office or position or the work for which they are employed
- The individual is able by reason of their health, after reasonable adjustments are made, to properly perform tasks which are intrinsic to the office or position for which they are appointed or to the work for which they are employed

- The individual has not been responsible for, privy to, contributed to or facilitated any serious misconduct or mismanagement (whether unlawful or not) in the course of carrying on a regulated activity or providing a service elsewhere which, if provided in England, would be a regulated activity; and,
- None of the grounds of unfitness specified in Part 1 schedule 4 apply to the individual (as per the Regulated Activities Regulations).

Full List of FPPR Checks/Tests

As outlined in the NHSE Framework, a full Fit and Proper Person assessment will consist of:

- Self-attestation / declaration form signed
- Right to Work / Identity checks
- Employment history:*
 - To include detail of all job titles, organisation departments, dates, and role descriptions.
 - Any gaps that are because of any protected characteristics, as defined in the Equality Act 2010, do not need to be explained.
- Board member reference (if applicable)*
- Employment / Professional / Character References:* (see section 5.4 of the policy)
- Highest level of qualification check (relevant to the position)
- Date of professional register check (e.g. membership of professional bodies)
- Disqualification from being a charity trustee check
- Disqualified directors register check
- Financial Integrity check (which covers bankruptcy, insolvency, CCJs and Court Orders)
- Compliance and Sanctions Database check
- Employment tribunal judgement check
- Disciplinary findings
 - any upheld findings concerning employee behaviour, such as misconduct or mismanagement, this includes grievances (upheld) against the individual,
 - any whistleblowing / FtSU claims against the individual (upheld)
 - any disclosures regarding ongoing and discontinued investigations relating to Disciplinary / Grievance / Whistleblowing / Employee behaviour should also be recorded.
- Social media check
- Type (and date) of DBS disclosed* †
- Date of Occupational Health clearance*†

* Fields marked with an asterisk (*) – these do not require validation as part of the annual FPPR unless a specific reason arises. However, these fields should still be updated in the event of a change to the information held.

† While not requiring annual validation, checks will be refreshed and reviewed on a three-year cycle