



Chief Executive

Candidate brief [▶](#)

January 2025



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Welcome



We may be a small organisation in relative terms, but we are one with big ambitions and for good reason.

The number of people in the UK living with bladder cancer currently exceeds 100,000 and with around 20,000 new cases each year, despite a 16% reduction in instances over the past decade, early diagnosis and treatment remain a key challenge.

Our patient support work is endorsed by patients, their families and by medical professionals alike and is recognised as being the leading source of information about Bladder Cancer for patients, carers and practitioners.

The key to our success since our establishment in 2010 has been that we are a patient-led organisation and one that seeks to put the patient-voice at the heart of the public health policy and funding debate. We can point to having achieved tangible success in influencing the improvements in the prevention, diagnosis and treatment of bladder cancer.

Our ambition is for a dimensional increase in our public information and awareness work and for this we aim to double our income to increase our capacity for delivering on our continued commitment to support people with bladder cancer and their families and to influence the future pattern and quality of health services in the future for this less common cancer.



There are all the foundations needed to achieve the objectives for growth and increase impact – a deserved reputation for the quality of what we do and our expertise, a successful income generation programme with potential for growth, a committed team of staff and volunteers, and all supported by sound governance.

As our next Chief Executive, you will lead on the delivery of the achievement of our ambitions and improve the patient experience for literally thousands of people.

I look forward to hearing from you.

Andrew Dearden
Chair of Trustees



About Fight Bladder Cancer



Introduction

Fight Bladder Cancer is a UK-based bladder cancer charity founded and run by bladder cancer patients and their families/carers.

We provide personal support anyone affected by bladder cancer in the UK. We also help raise public awareness, support medical research, and campaign to influence policy at the highest levels to bring about improvements in bladder cancer treatments.

Despite a 16% decline in new bladder cancer cases over the past decade, the challenge remains substantial. Annually, more than 21,181 individuals are diagnosed with bladder cancer in the UK, and over 100,000 are living with this condition. These figures underscore the immense responsibility faced by Fight Bladder Cancer in addressing this significant health concern.

Fight Bladder Cancer was founded in 2010 by Andrew Winterbottom and his wife, Tracy Staskevich, following Andrew's Stage 4 bladder cancer diagnosis. Faced with a lack of support for bladder cancer patients and their families in the UK, they created an online support forum and website to fill this gap.

The charity officially registered in 2014 and has since focused on raising awareness of bladder cancer and supporting those affected by the disease.



Our vision

A future where everyone survives bladder cancer and lives long and well.

Our mission

To lead the fight against bladder cancer, guided by patient and family insights.

Our values

- Patient-led
- Compassionate
- Action-led
- Ambitious

Our history

Fight Bladder Cancer started from a very personal battle.

Our co-founder Andrew was diagnosed with Stage 4 bladder cancer in June 2009. He had been experiencing symptoms for over 18 months but was misdiagnosed with an enlarged prostate. Faced with a poor prognosis and immediate life-changing surgery, Andrew and his wife T made contact with a fellow bladder cancer patient and his partner who had recently undergone the same treatment.

Just being able to talk to someone else who really understood what they were both going through helped them immensely. It was these



snippets of real information that made a difference in those early days. Despite the fact that bladder cancer was so common, they were amazed to find out that most people knew nothing about it, and there wasn't a dedicated bladder cancer patient charity in the UK.

Once Andrew was recovering from his surgery, they started the process of setting up what was to become Fight Bladder Cancer.

From its roots as a local bladder cancer support group in 2010, it soon became clear that the lack of available support for patients and their families was in fact a national problem and needed to be tackled on a much wider scale. With a team of trustees on board, an online support forum for people the length and breadth of the country and a website was launched. These encouraged people to engage more fully with others affected by bladder cancer.

Following the success of the national support group, Fight Bladder Cancer then started to focus campaigning for better bladder cancer awareness. Fight Bladder Cancer officially became registered as an unincorporated charity on 8 July 2014.

What we do and our strategic goals

Our work falls under four key pillars:



Awareness – raising awareness of this neglected cancer through national and local campaigns to increase early diagnosis.

Strategic goal – to increase awareness of bladder cancer and its symptoms to boost public understanding, empower people, and attract media attention.



Support – giving information, guidance and advice to patients and their families and improving signposting to Fight Bladder Cancer to enhance the quality of life.

Strategic goal – to continually improve our support for patients and families and in the future, we aim to grow our clinical and community support team, and with the NHS, work to increase the number of dedicated bladder cancer clinical nurse specialists.



Policy change – using patient experiences to bring about change, improve services and eliminate inequalities in patient care.

Strategic goal – as diagnosis and treatment methodologies evolve, the UK guidelines need to keep pace through national audits and enhancing quality standards to achieve fair access and that referrals meet the Faster Diagnosis Standard.



Research – working with patients to influence research investment and priorities.

Strategic goal – to make a significant contribution to the volume of research studies and clinical trials undertaken that have a direct impact on the pattern of provision and funding for the prevention, diagnosis and treatment of bladder cancer.



Achieving our strategic goals

Meeting our strategic goals will only be successful if we achieve two key operational targets:

1. Maintaining our profile and reputation as the 'go-to' source of information and support for both patients and medical practitioners.
2. Increasing our income by diversifying and deepening our income streams to grow our capacity to support and influence.

The two targets go hand-in-hand and we are well-placed to ensure that we are successful in achieving them.

We can already evidence that we make a tangible benefit to **real people's lives**. Already we offer a wealth of **valuable resources and online support** for patients, their families and carers and medical professionals, all free of charge.

The resources we offer are produced in collaboration with patients and carers. They are endorsed by the British Association of Urological Nurses, the British Association of Urological Surgeons, the British Uro-Oncology Group, and The Urology Foundation.

Our busy community and challenge events fundraising programme offers a number of ways for people to get involved and support our work, which includes the **Bladder Cancer Awareness Month**, which we run each May.



Where there is scope to increase income is through corporate partnerships, particularly with the pharma industry with whom we already have very good relationships. Prospecting our 5,000+ supporter database can help to grow individual giving and, over time, lead to the development of major donor fundraising.

Governance

In 2017, a new Board of Trustees was formed to strengthen the charity's leadership. After receiving a terminal bowel cancer diagnosis in 2019, Andrew stepped down as Chief Executive and Dr Lydia Makaroff was appointed to lead the organisation.

Sadly, Andrew died in 2019, and John Hester, who served as Chair, died in 2023. Following John's death, Deborah Major stepped in as Interim Chair. In July 2023, Andrew Dearden was elected Chair of the Trustees, continuing to lead the charity alongside the Board and dedicated team.

Fight Bladder Cancer was registered as an unincorporated charity in England and Wales on 8 July 2014 and became registered as a Charitable Incorporated Organisation on 28 April 2022 and recognised as a cross-border charity in Scotland on 27 July 2022.

The Charity Commission of England and Wales approved merging the unincorporated charity with the Charitable Incorporated Organisation on 19 April 2023.

For more information

There is a wealth of information for both patients, their families and carers, and medical practitioners on the Fight Bladder Cancer [website](#).

Download our latest [Annual Report](#).



Context for the appointment



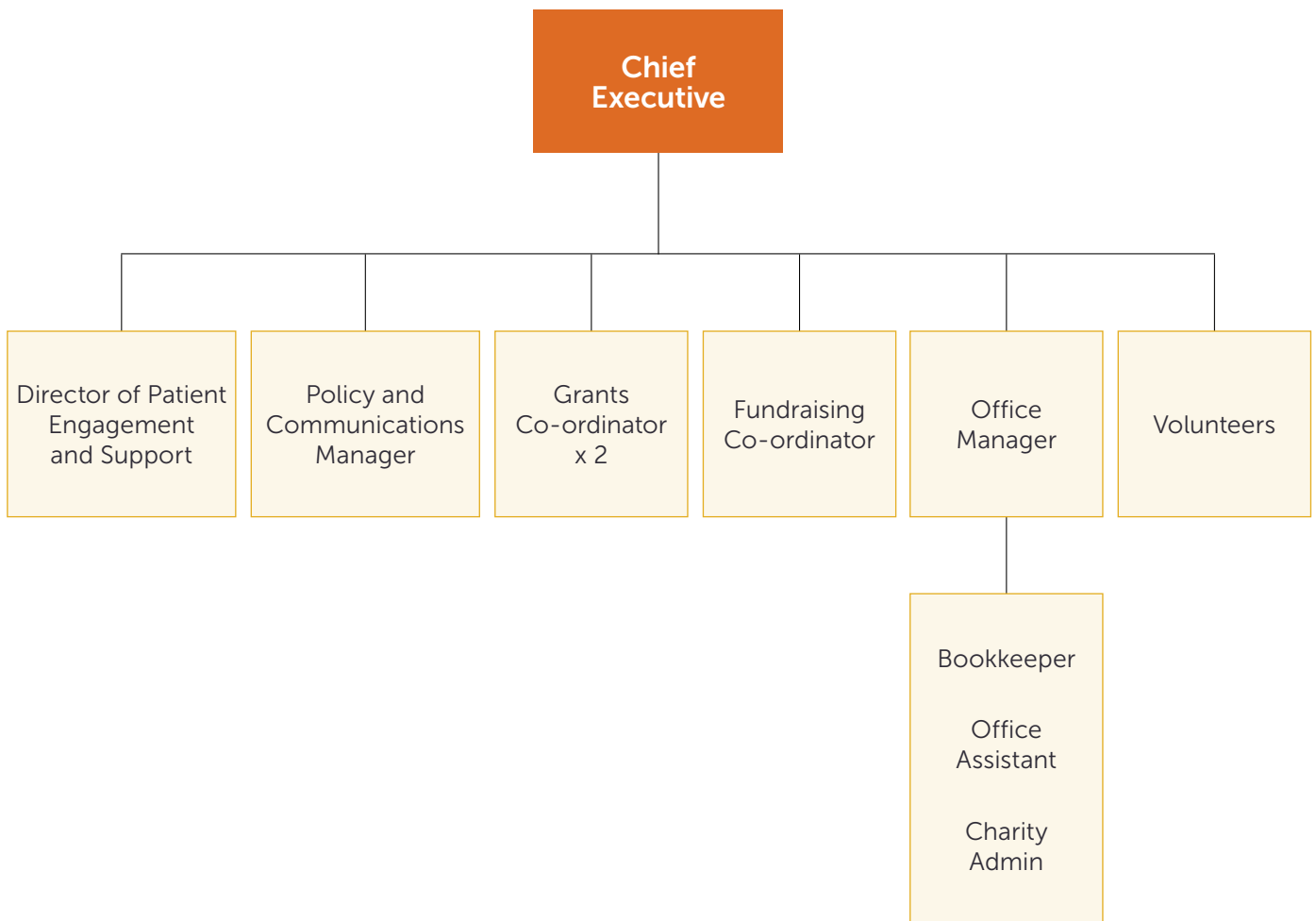
Fight Bladder Cancer is a patient-led charity dedicated to improving awareness, support, and advocacy for bladder cancer patients across the UK. As a small, dynamic organisation, we are driven by strong values – patient-led, compassion, action-orientation, and ambition in our fight against bladder cancer. We are seeking a new Chief Executive to guide us through the next phase of growth, building on our solid foundation of patient advocacy and impactful awareness campaigns.

This is an exciting opportunity for a hands-on leader with experience in a small, non-hierarchical organisation. You will be responsible for delivering our strategic goals, focusing on increasing bladder cancer awareness, supporting patients, shaping policy change, contributing to research, building strong partnerships, and managing key projects. In addition, you will manage a team of nine paid staff members, four volunteer patient advocates, work with seven trustees, and collaborate with two steering groups. You will work closely with our dedicated team to ensure the charity continues to make meaningful, patient-centred change in a collaborative and inclusive way.

This is an exciting opportunity for a proactive leader with experience in a small, non-hierarchical organisation. You will be responsible for driving our strategic goals, with a focus on raising bladder cancer awareness, supporting patients, influencing policy change, providing input on research, building strong partnerships, and overseeing key projects. Working closely with our passionate team, you will ensure that our charity continues to create meaningful change in a collaborative and inclusive environment.



Organisational chart





Job description

Job title	Chief Executive
Salary	£65,000
Contract	Full-time, permanent
Location	Remote with access to London and UK travel
Reports to	Chair of Trustees
Responsible for	Director of Patient Engagement and Support Policy and Communications Manager Grants Co-ordinator x 2 Fundraising Co-ordinator Office Manager Volunteers

Job purpose

To lead the development of Fight Bladder Cancer in partnership and co-production with patients, the Board of Trustees, staff, volunteers and partners to position the charity as the UK's expert resource for patients and medical practitioners and recognised as the leading voice in the funding and delivery of bladder cancer diagnosis, treatment and prevention services.



Key areas of responsibility

Strategy and planning

- Lead and manage all aspects of Fight Bladder Cancer, ensuring alignment with our mission and patient-led approach;
- Provide leadership in managing the team, projects, and finances effectively;
- Keeping abreast of development in the prevention, diagnosis and treatment of bladder cancer;
- Translating strategic objectives set by trustees into achievable operational plans.

Advocacy and campaigning

- Oversee and deliver our awareness campaigns, with a focus on disease awareness and engaging key stakeholders;
- Foster and grow relationships with stakeholders to support our work, including the media;
- Represent the charity externally and advocate for bladder cancer patients in public and professional forums.



Income generation donor relationship management

- Oversee the development and expansion of the income generation programme;
- Have a key role in fostering mutually beneficial relationships with key donors and supporters;
- Ensuring effective donor relationship management measures are followed at all times.

Governance, finance and administration

- Ensuring that the charity operates in compliance with charity and other workplace legislation;
- Overseeing the provision of secretariat support to the Board of Trustees;
- Providing regular performance reports against agreed activity and financial targets and reporting on variance;
- Maintaining oversight of the risk register, insurance provision and the business continuity arrangements.

People management

- Champion the professional integrity of the charity;
- Ensuring effective and measurable work plans are in place for staff and volunteers;
- Promoting a culture of learning and continual professional development;
- Overseeing the framework of people policy and practice.

Person specification



Knowledge and experience

Essential

- Senior management experience within a charity or purpose-led organisation, with sound experience of business and strategic planning;
- Experience building partnerships with stakeholders and the development of services and influencing in genuine co-production with people with lived experience;
- A proven track record or sound understanding of successful income generation, contract negotiation, and implementing growth strategies;
- Experience of working with a board and of developing and maintaining robust governance, including risk strategy and management, and financial management.

Desirable

- A current knowledge of the pattern of cancer services, public policy and funding in the UK and the challenges for diagnosis, treatment and prevention of rare and less common cancers, e.g. bladder cancer;



- Knowledge of charity legislation and governance frameworks;
- Proven experience working in a small organisation, with hands-on project management skills.

Skills and abilities

- Engaging and non-hierarchical leadership style, capable of motivating a passionate team, (several of whom are bladder cancer patients or family members of those diagnosed with bladder cancer);
- Empathy and social skills in order to build effective relationships with stakeholders, particularly patients, based on mutual respect and trust;
- Effective negotiating, influencing and persuasion skills at the highest level;
- Planning and organising skills in order to produce operational plans, manage projects and establish appropriate organisational business processes;
- Effective communication and presentation skills including the ability to present in public with conviction;
- Effective team-working and collaboration skills;
- Financial and business acumen – assessing opportunities and deploying resources effectively;
- Good organisational skills, the ability to priorities and delegate effectively where appropriate.

Special conditions

- Willingness to undertake work outside normal office hours and to travel as required within the UK and occasionally abroad;
- Undertake other duties as may be required from time to time.



How to apply

Application is by way of CV and a Supporting Statement, which should outline your motivations for wanting to be our Chief Executive and set out your credentials.

For an informal conversation about the role, please contact our recruitment partner, NFP Consulting:

Simon Lloyd Director | NFP Consulting
07961 988 523 simon.lloyd@nfpconsulting.co.uk



Apply online at www.nfpconsulting.co.uk/fbc

Closing date: Sunday 2nd March

There is a two-stage selection process.

First interviews: Weeks commencing 10th/17th March

Conducted remotely by NFP Consulting.

Final interviews: Tuesday 1st April

In person – London.

As a dedicated and patient-focused organisation, Fight Bladder Cancer is committed to improving the lives of those affected by bladder cancer. Working with us means being part of a team that is passionate about making a real difference in healthcare and patient support. Your role will directly contribute to the smooth operation of our initiatives, helping us to provide essential support and services to our community.



Accessibility

Please let us know if you have any special requirements to enable you to apply and participate in the selection process and to perform to the best of your ability. Any requests will not influence the decision-making process.

Please let us know if you would like to receive this information in a different format.