

# Blesma

THE LIMBLESS VETERANS



## Director Independence and Wellbeing

### Information Pack

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### Contact for enquiries

For an informal and confidential discussion about the role, please contact our recruitment partner:

**Simon Lloyd, Director, NFP Consulting**

T: 07961 988b523    E: [simon.lloyd@nfpconsulting.co.uk](mailto:simon.lloyd@nfpconsulting.co.uk)

## Director Independence and Wellbeing £65,000, plus car Full-time, permanent, Chelmsford

**Blesma – The Limbless Veterans** is the national charity and membership association for limbless serving and ex-service men and women and their dependants. It exists to help its people to lead independent and fulfilling lives.

With a turnover of over £6M in 2019, Blesma continues to provide tailored advice and support to its members through a network of Support and Outreach officers.

The Director Independence and Wellbeing leads a high-performing team that delivers timely, effective and efficient welfare support, including financial assistance and outreach programmes.

The Independence and Wellbeing Team supports Members in meeting the challenges of the disabling consequences of injury, by reducing loneliness and isolation and assisting them to live full and independent lives. This support takes the form of a welfare visiting service where 9 Blesma Support Officers, backed by a small team in Blesma's office in Chelmsford, work with individual Members to provide a bespoke package of assistance, including claiming benefits and allowances, accessing mobility and disability aids and home adaptations, support in dealing with the NHS Limb Service and financial assistance in the form of grants. The team of 10 Outreach Officers and National Coordinator support Members through delivery of local and online activities to improve wellbeing and reduce isolation and loneliness

We seek to attract and employ the best people from the widest talent pool, as well as those who reflect the diverse nature of our society. Blesma encourages a culture where people can be themselves and be valued for their strengths.

## How to apply

Apply online at [www.nfpconsulting.co.uk/independenceandwellbeingdirectorblesma](http://www.nfpconsulting.co.uk/independenceandwellbeingdirectorblesma)

For an informal conversation about the role, please contact our recruitment partner, Simon Lloyd, Director, NFP on 07961 988 523 or email [simon.lloyd@nfpconsulting.co.uk](mailto:simon.lloyd@nfpconsulting.co.uk)

Application is by way of CV and a Supporting Statement.

Closing date: Monday 9<sup>th</sup> November

First Interviews: Week beginning 16<sup>th</sup> November

Second interviews: Week beginning 23<sup>rd</sup> November



## Welcome

Thank you for your interest in applying to join Blesma The Limbless Veterans in a professional post.

Blesma has a long history going back to the end of the terrible First World War when some 44,000 returning amputees struggled to live, work and support their families. Their response was to support one another and this Member to Member ethos still prevails today. We are a specialist Service charity, an Association. Our Members are the war wounded, disabled veterans and their dependants.

We resolve to be the specialist Association for the Service disabled of limb; acknowledged as experts and respected as advocates. Our defining purpose is to assist our members to live independent and fulfilling lives in order to help realize their fullest potential.

Should you decide to apply, and you are successful, you will play a leading role in the provision of this assistance. Supporting the Membership is always paramount and the Association defends its values most strongly. Helping a Member to reach their true potential is immensely rewarding.

We are a lean team and every post counts significantly. The Association's reputation for responsiveness and flexibility in supporting its members has served it well during the current Covid-19 crisis. We have a strong brand, a committed membership and solid support.

The Director Independence and Wellbeing is a key member of the Senior Management Team. With direct responsibility for a multi-disciplinary team delivering specialist advice and direct support to our Members, he or she will also develop and maintain Blesma's vital relationships with statutory authorities and other charities.

I hope this pack will be useful in helping you to decide if you have the passion and skills for this post. If so, we look forward to hearing from you.

A handwritten signature in black ink, appearing to read 'Jon Bryant'.

**Jon Bryant OBE**  
**Chief Executive**

## About Blesma

**Blesma – The Limbless Veterans** helps all wounded servicemen and women who have lost limbs, the use of limbs or eyes, to rebuild their lives by providing rehabilitation activities and well-being support.

Blesma campaigns for our veteran's rights and looks after individuals and their families by offering a comprehensive grants and welfare system. Rehabilitation, support, counselling and care are the four principle foundations of our organisation. Together, we can help our men, women and their families face the challenges ahead with renewed confidence and self-belief.

## Our history

The First World War led to the birth of nearly 18,000 charities supporting veterans, of which around 10 exist today. Blesma is one.

Forty thousand Service men lost limbs or eyes during the First World War – and lived to return to a “land fit for heroes”. They were swiftly disillusioned. Amputation techniques were in their infancy, artificial limbs primitive and, with mass unemployment the order of the day, 90% of the nation's war limbless could not find work.

During this period the limbless gathered together in groups determined if society would not help them, they would help themselves. So the Limbless Ex-Service Men's Association was born and grew, finally achieving national status in 1932 as the British Limbless Ex-Service Men's Association – Blesma.

Since its creation Blesma has lobbied successive governments to achieve improvements in pensions, in standards of artificial limbs and in the provision of suitable motor transport and employment opportunities. Residential homes have been opened, wide ranging health and well-being services initiated, sporting activities undertaken and innovative research commissioned, all helped by the ceaseless fund-raising activities of devoted members and supporters.

Blesma has helped over 62,000 amputees since 1932 and we have been the only national Armed Forces Charity that supports limbless veterans for the duration of their lives. Modern medicine transforms the physical injury, but it is a complicated process to treat the emotional trauma and related lifelong health problems.

## Our mission - enabling limbless veterans to lead independent and fulfilling lives.

Blesma, The Limbless Veterans aims to:

- Be relevant to every limbless veteran and their family
- Be a strong advocate on behalf of Members
- Ensure Members' needs are met
- Draw on our history and heritage to build a successful future for our Members
- Be supported and cherished by Members
- Retain its position as the expert armed forces charity on living with limb loss

## Our ethos

Blesma is a specialist Service charity, an Association.

We work tirelessly to meet the challenges of injury, to bring comfort, and to help realise individual potential. We are not a charity provider that has beneficiaries in the normal sense; we are an Association with the Membership (contributors and beneficiaries) central to our existence and purpose.

Each year we support up to three thousand Members and Widows.

As a matter of principle and as far as practicable, Member is encouraged to help Member; this is applied from Board level where half of the current trustees are amputee members for instance.

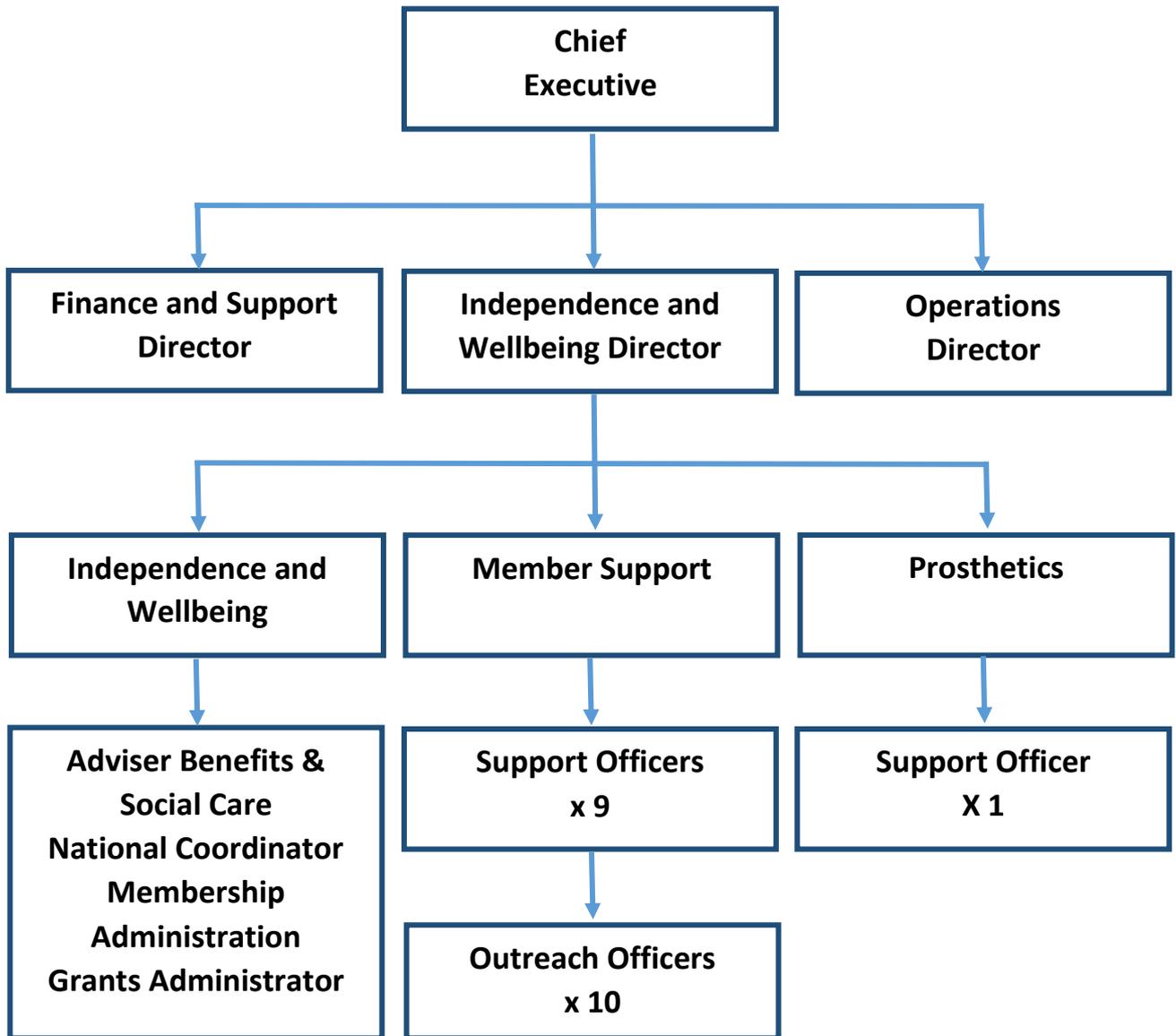
## For more information

There is a wealth of information about what we do on our website: [www.blesma.org](http://www.blesma.org)

You can also read our latest Annual Report: <https://blesma.org/news-media/annual-report/>



# Independence and Wellbeing Organisational Structure



# Job Description

The Director Independence and Wellbeing is a pivotal role within Blesma, leading a multi-disciplinary team that delivers timely, effective and efficient welfare support, including financial assistance and outreach programmes to assist Members in achieving their full potential.

<b>Job title:</b>	Director Independence and Wellbeing
<b>Salary:</b>	£65,000
<b>Benefits:</b>	5% employer contribution pension, death in service insurance equivalent to 1.5 times annual salary
<b>Contract:</b>	Full time, permanent
<b>Hours:</b>	35 per week
<b>Location:</b>	115 New London Road, Chelmsford, Essex, CM2 0QT
<b>Annual leave:</b>	25 days plus statutory holidays
<b>Responsible to</b>	Chief Executive
<b>Responsible for:</b>	Blesma Support Officers (10), Independence and Wellbeing Adviser: Benefits and Social Care, National Outreach Coordinator, Grants Administrator (Independence and Wellbeing), Membership Administrator.
<b>Budget responsibility</b>	Independence and Wellbeing
<b>Key internal contacts</b>	Trustees, members, volunteers, colleagues
<b>Key external contacts</b>	Veteran organisations, DoH, NHS, MoD, DWP

Full details of Conditions of Employment are set out in Blesma's Employment Contract, the main features of which are standard for all staff.

## Main purpose

To hold overall responsibility for the operational delivery and coordination of Blesma's welfare service and financial assistance and outreach programmes.

## Specific areas of operational responsibility

### This will include:

- Setting the long-term and annual objectives for the welfare and outreach functions along with the associated resource investment required.
- Horizon scanning to mitigate potential risks in the external environment.

- Keeping abreast of health and wellbeing sector trends, practices, emerging strategies and priorities.
- Lead responsibility for Member safeguarding.
- Identifying opportunities to broaden and improve support to Blesma Members.
- Translating strategic intent into workable operational plans.
- Performance managing the roll-out of the annual operational plan for each functional area.
- Ensuring that all activity is accompanied by a robust business case, that risk is mitigated and that contingency measures are in place.
- Along with executive team colleagues, fostering a culture of excellence in Member care.
- Representing Blesma to a variety of external audiences and as an ambassador for the charity.
- Ensuring that the welfare service and financial and outreach programmes are compliant with relevant legislation, regulation and guidance.
- Keeping up to date with relevant regulatory and best practice frameworks governing the delivery of health and care services that promote independent living for Members.
- Overseeing the systems and processes necessary to record decisions, actions taken and accountabilities and ensuring that data is stored in compliance with data protection duties.
- Reporting to the board on performance and any risks to their overall responsibility for the charity's governance.

## **General areas of responsibility**

### **Financial management**

- Holding full budget responsibility for Independence and Wellbeing.
- Recommending the annual operational budget for Independence and Wellbeing.
- Allocating the departmental budget within annual funding parameters.
- Monitoring expenditure and income and reporting on financial performance against projections highlighting variance.
- Contributing to the development of the Annual Report and Accounts.

### **People management**

- Providing leadership, guidance and support to direct reports and in turn the Outreach Team.
- Setting individual work objectives and programme aligned to operational delivery plan for each functional area.
- Performance management of direct reports and regular appraisal.
- Putting in place individual development plans.

### **Team-working**

- As a member of the executive and Senior Management Team, hold collective responsibility for the delivery of Blesma's charitable aims and strategic business objectives.
- Providing cover for other directors as required.
- Championing the professional integrity of Blesma and modelling the charity's values and behaviours.
- Fostering an open, inclusive culture within Blesma where all voices are heard and staff, Members and outside agencies are treated with respect.

### Other requirements

- Working outside office hours.
- Regular travel within the UK with occasional overnight stays.
- Occasional international travel may arise.
- A personal commitment to diversity and inclusion.

The Main Duties above are issued for the purpose of guidance and may be subject to variation.

## Person specification

### Essential experience

- Deep knowledge and understanding of health and social care delivery across statutory and voluntary sectors, including welfare services and financial assistance.
- Experience of supporting the Armed Forces Community and a thorough understanding of the challenges faced by serving personnel and veterans living with disability.
- A successful track record of working effectively with Boards, Trustees, Committees or similar voluntary bodies to develop and deliver the vision and mission of an organisation, presenting strategic and operational information and reporting impact.
- Experience of Project and Programme Management, working with external partners and managing relationships/agreements.

### Desirable experience

- Experience of working within the charitable sector at senior management level with responsibility for welfare and financial assistance programmes.
- Experience of working with academic institutions in delivery of research projects.
- Experience of implementing organisational change, having the ability to evaluate regularly the efficiency of the welfare service's procedures and apply improvements.
- Service in HM Forces.
- Highly competent in MS Office, including Excel and other programmes.

### Skills and abilities

- **Leadership** - strong leadership and motivational skills with a track record of success in building effective teams and leading a diverse group of staff with the ability to lead and deliver outcomes in a climate of change.
- **Empathy** and a genuine interest in the work of Blesma. An awareness of the needs of the membership and other stakeholders, who handles these groups effectively, challenging when required.
- **Communications** - first class communication skills, both written and verbal, with the ability to have a strong impact across a wide range of audiences.
- **Influence and persuasion** - well-developed interpersonal, representational and influencing skills. Well-developed negotiating and influencing skills, with the ability to persuade in a complex stakeholder environment and act as an effective ambassador for Blesma.
- **Analysis** - analytical and organised, able to deal with a range of complex issues across Blesma's internal and external environment.
- **Resilience** - a robust, resilient, resourceful leader who sets high standards and is constantly seeking innovation and improvement.

- **Numeracy** - well-developed financial skills to ensure that resources are channelled effectively to achieve the organisational goals of Blesma.
- **Innovation** – a shrewd, creative and strategic thinker open minded and a willingness to learn, the ability to identify opportunities for improving services and the facility to think beyond traditional boundaries and ways of doing things.
- **Credibility** – models high standards of personal conduct, credibility, honesty and integrity that encourages and inspires colleagues, members and stakeholders alike.
- **Team-working** - an inclusive team player who can work across boundaries, harnessing and valuing individual differences, and achieving results through others.

This job description covers the main tasks expected to be involved in undertaking the job and the main characteristics and qualities required of the jobholder. It is not meant to be all embracing and other tasks may be assigned to the jobholder as necessary and/or operational needs dictate.

## How to apply

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Application is by way of a CV and a Supporting Statement.

## Selection process and timescales:

Closing date: Monday 9<sup>th</sup> November

First Interviews: Week beginning 16<sup>th</sup> November

Second interviews: Week beginning 23<sup>rd</sup> November

## Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process, e.g. attending interview.

Any requests will not be taken into account in the selection process.