



Chief Executive

Candidate Brief • September 2023 [➤](#)



**MISCARRIAGE
ASSOCIATION**
The knowledge to help

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If I could talk to me from when it happened I would encourage me to find 5 minutes and talk to someone about how it feels.

Steve McNeil
Comedian





Welcome

Thank you for your interest in becoming our next Chief Executive.

Miscarriage, ectopic pregnancy and molar pregnancy can all be very unhappy, frightening and lonely experiences. For many if not most of those affected, these experiences represent the loss of a baby and their associated hopes, plans and dreams.

The Miscarriage Association acknowledges the distress associated with pregnancy loss and strives to make a positive difference to those it affects.

Our ambition is to be able to help more people, whether that be directly through the support and information that we provide, by collaborating with partners and health professionals, by contributing to research, or by utilising our reputation as a respected voice on pregnancy loss to influence public policy and funding.

After thirty years our very first Chief Executive, Ruth Bender Atik is retiring. Making a new appointment will be a big change for the organisation but it is one that we have prepared for.

Our aim is to be bolder and more visible so that we can reach more people who need us, whether through our support and information services, our online resources, our training and outreach or our advocacy work. We are proud of what we have achieved so far and we want to continue doing what we do, but do it bigger and better.





As our next Chief Executive, you will have the full support of the trustees to develop the strategy that will take us through the next chapter of our journey, based on a sound understanding of the organisation's culture and reputation and ensuring that the needs of our beneficiaries are at the heart of everything we do. You will be leading a dedicated and committed team of staff.

We are looking for someone with a passion to support, and advocate for, people going through what may be one of the worst times in their lives. At the same time we are looking for a leader who can help us grow our income and our community – of people we support, and of people who support us.

If your leadership style is one that inspires and takes others with them; if you have the interpersonal skills to build relationships with key partners, stakeholders and influencers, media and policy makers; and if you believe you can make an impactful and long-lasting difference to our organisation and the people we are here to serve, we would be delighted to receive your application.

Ultimately we believe that pregnancy loss matters. We listen, we care and we understand. If you share those values then we'd love to hear from you.

Amy Braier
Chair of Trustees



About us

The Miscarriage Association (M.A.) was founded in 1982 by a group of people who had experienced miscarriage, ectopic pregnancy or molar pregnancy and who saw a need for information and support, not only for themselves but also for others going through this.

More than thirty years later, the M.A. has grown and developed in many ways, but we still pursue our founding aims, which are:

Offering support and information to anyone affected by pregnancy loss: miscarriage, ectopic pregnancy or molar pregnancy

Raising public awareness of the impact of pregnancy loss

Promoting good practice in medical care



We run a staffed helpline, live chat and email service and online and in-person peer support groups.

We provide information on our website and in printed leaflets that we provide free of charge to UK-based hospitals, practices, clinics or workplaces.

We promote best care, work with the NHS and other health professionals, contribute to research and development and work to raise general awareness of the impact of pregnancy loss.

We offer training and consultancy services in both the healthcare and workplace settings.

Our vision

Everyone affected by pregnancy loss gets the care, support and information that's right for them.



Our mission

Miscarriage can be a very unhappy, frightening and lonely experience.

The M.A. acknowledges the distress associated with pregnancy loss and strives to make a positive difference to those it affects.

We have the knowledge to help.

Our values

Empathy

We listen, we care and we understand.

Advocacy

We believe that pregnancy loss matters. We give a voice to people experiencing miscarriage, ectopic pregnancy or molar pregnancy and use our influence to make sure they are heard.

Trust

We put people experiencing pregnancy loss at the heart of everything we do and offer support without judgement. We can be relied upon to provide information that is dependable and evidence-based.



The Miscarriage Association gave me the guidance and the tools I needed to use the right language, tone and approach to speak about pregnancy loss and develop an inclusive policy.

Krystle Williams
HR Manager

global witness 





Our strategic aims and priorities 2022-2025:

1. Everyone affected by pregnancy loss gets the care, support and information that's right for them.

Care:

Working to improve the care that women* and partners receive at all stages of their experience of pregnancy loss.

**(We sometimes use the word 'woman' to describe the person having the physical loss but recognise that they may be a trans man or non-binary.)*

Support:

Providing a high-quality support service for anyone affected by pregnancy loss.

Information:

Providing accurate, up-to-date and understandable information about pregnancy loss for anyone who needs it.

2. The diverse impact of pregnancy loss is widely understood and acknowledged

Awareness of pregnancy loss:

Working to increase public awareness and understanding of the potential impact of pregnancy loss; challenging perceptions and assumptions and reducing the sense of taboo.

Awareness of the M.A.:

Working to increase public awareness of the M.A. as an expert, trustworthy and reliable source of help, support and information.

3. Ensuring that the M.A. is effective and well run and remains on a sound financial footing to achieve its aims.



For more information

There is a wealth of information on [our website](#) describing our history, who we are and what we do.

Read our latest [Annual Review](#)

Read our latest [Accounts](#)

Context for the appointment of our next Chief Executive

We are committed to using the resources at our disposal to help as many people as possible who have been affected by pregnancy loss.

Our ambition is simply to be able to help more people and in pursuit of this we have set ourselves two key objectives.

To maintain our reputation as an empathetic, trustworthy source of support and information for anyone affected by pregnancy loss (miscarriage, ectopic and molar pregnancy):

This means:

- Driving awareness of the M.A. so that we can be the first port of call for anyone seeking information and support;
- Providing empathetic, non-judgemental, evidence-based information and support that is inclusive and accessible and that acknowledges individual experiences;
- Providing support across a range of channels;
- Staying true to our values of empathy, advocacy and trust.

To be widely recognised, respected and trusted so that we can reach more people affected by pregnancy loss:

This means:

- Being the go-to organisation that the media approaches for accurate comment and insight into pregnancy loss;
- Utilising media and promotion channels, both digital and traditional, to showcase what we do to ensure people know about and use our services;
- Always keeping informed by those affected by lived experience of pregnancy loss;
- Collaborating with healthcare providers, institutions and professional bodies (including the Royal Colleges of Obstetricians



& Gynaecologists, Nursing, Midwives and Emergency Medicine and NICE) to promote and support good and sensitive care;

- Representing 'patient' perspectives in both clinical and qualitative research;
- Championing best practice in the workplace by providing information and training for employers;
- Working alongside other charities to influence policy;
- Championing our professional integrity and credentials.

Ultimately, we are seeking a Chief Executive who will work with the trustees to ensure that we are aligned on our stated objectives, who can ensure organisational effectiveness and who will work to solidify the M.A.'s position as the go-to organisation for anyone seeking information or support for pregnancy loss.

To achieve our stated ambitions, we recognise that the M.A. will succeed where it is characterised as an organisation with:

- Strong collective leadership that facilitates good working relationships, both internally and externally;
- A shared ambition for growth, development and improvement;
- A motivated and empowered team, who are supported, well managed, recognised for their contribution and who embrace development and challenge;
- The integrity and drive to always remain true to the M.A.'s values.





Underpinning all of this is the fundamental requirement for robust financial health.

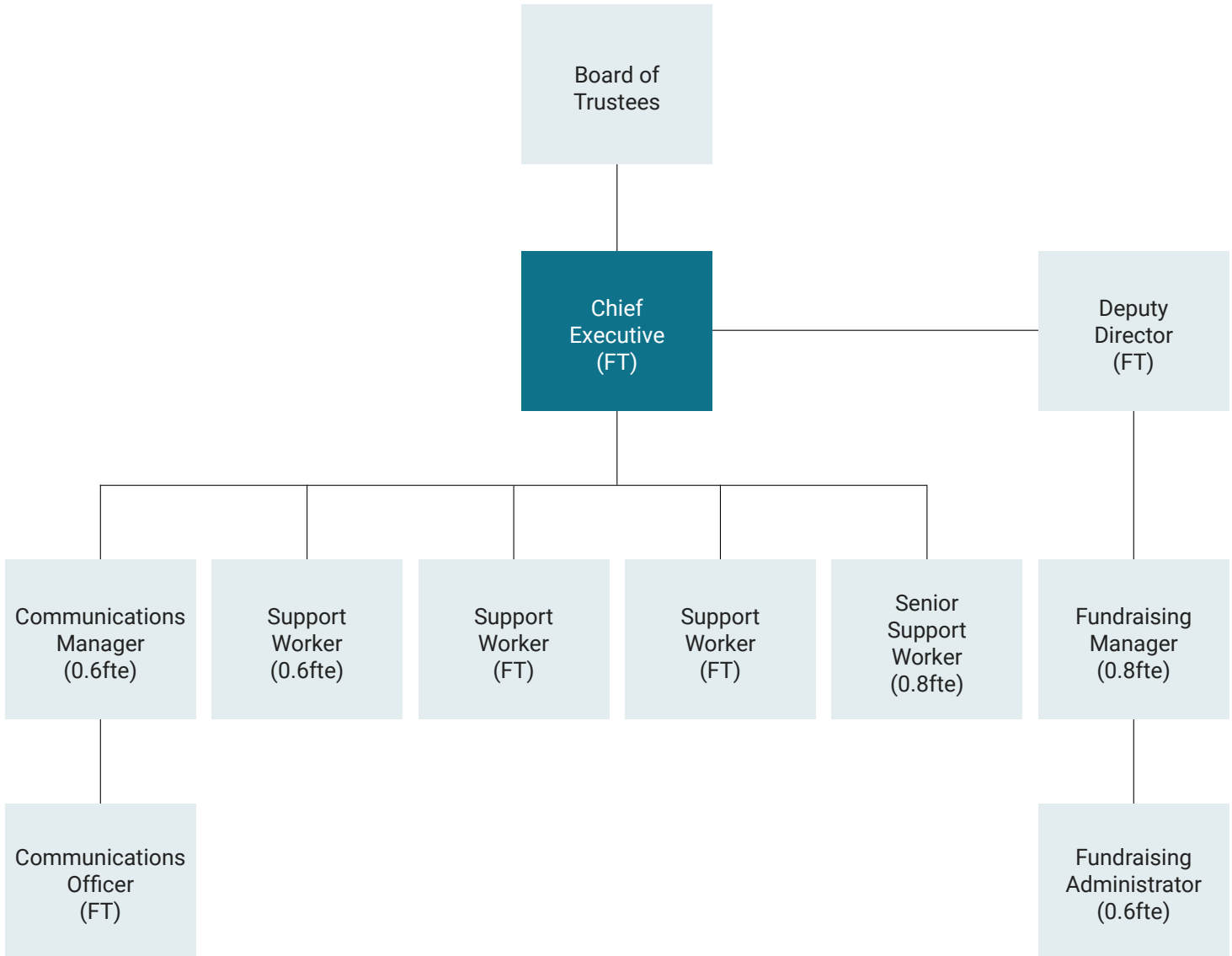
In 2021-22 our overall income exceeded expenditure and, combined with our starting fund balance, meant that we ended the year with assets well above the six months' operational costs that our reserves policy previously demanded.

However, growing economic uncertainty in the UK and beyond means that we have increased that reserves level to twelve months' operational costs.

It is a priority for us to develop new income streams, including regular, sustainable giving.



Organisational chart





Job description

Job title	Chief Executive
Salary	£60,000 – £70,000 pa
Hours	37 hours Monday – Friday
Location	Wakefield (mainly office-based with regular travel to London and to national events and conferences across the UK)
Contract	Full-time, permanent (flexible working considered)
Reports to	Chair of Trustees

Role purpose

To provide the strategic and operational leadership that ensures that the M.A. is financially robust, efficiently run, and legally compliant.

To position the M.A. as a respected voice for people affected by pregnancy loss and to ensure the organisation's reach is as wide as possible.



To grow the charity's income and community (the people we support, and of people who support us) in order to enable and sustain the charity's mission and vision. To make the M.A. the 'go to' organisation that people turn to in pregnancy loss for information and support. To ensure the M.A. is a recognised leader in the provision of education, training and consultancy for health professionals and organisations.

Key internal contacts

- Staff and Managers, including freelance staff
- Board of Trustees
- Volunteers

Key external contacts

- Media
- Policy makers
- Health and research professionals
- Strategic partners
- Donors and supporters
- Companies, health organisations and NGOs seeking training
- National organisations relevant to partnership development or strategic policy
- Media representatives
- Regulatory bodies, e.g. Charity Commission
- Suppliers, e.g. outsourced service organisations such as IT, HR

Decision making

Making decisions within the authority delegated by the Board, taking account of legal duties, to protect and preserve the best interests of the M.A. and its assets.

Financial dimensions

Responsible for the overall income and expenditure budget of the charity.



Key areas of responsibility

1. Strategic development and influencing

Leading the strategic development of the M.A. in collaboration with the Board, Deputy Director and with the engagement of stakeholders including partner organisations, health professionals, policy makers, funders, staff and volunteers.

- Working with the Board to ensure that a long-term strategy is in place for the M.A., which enables it to deliver on its ambition to grow both its operation and its influence;
- Preparing and managing the charity's annual financial budget, expenditure forecasts and income generation targets;
- Keeping abreast of trends and developments in public and health policy and research into the causes, treatment and prevention of pregnancy loss as well as the pattern of provision and trends in supporting those affected by it;



- Leading the M.A.'s policy and advocacy effort, representing the organisation in research and public health policy networks and media where it needs to be visible and ensuring its beneficiaries' voices are heard;
- Working with health professionals to support and encourage good practice through consultancy, training and study sessions, conference presentations and workshops to ensure our stakeholders' voices are heard.

2. Oversight of the organisation's support offer

Overseeing the delivery and continual evolution of the M.A.'s information and support offer, evaluating performance and impact.

- Ensuring services are operated effectively, efficiently and in compliance with legal obligations, safeguarding and best practice standards;
- Ensuring the information the charity provides is of the highest quality in terms of accuracy and accessibility whilst maintaining the warm tone for which the M.A. is renowned;
- Ensuring the information the charity provides reaches as wide an audience as possible including health professionals and employers. Exploring new collaborations to achieve this;
- Encouraging good practice in care, for example through the provision of consultancy, training and presentations to health professionals.

3. Income generation and community growth

Taking overall responsibility for developing the forward sustainable income generation strategy that enables the M.A. to achieve its stated charitable objectives and strategic ambitions for increasing reach and impact.

- Working with staff to develop income generation strategies to maintain and enhance the level of funding from an optimum mix of income streams and sources including regular, sustainable giving;
- Driving new insight and understanding of our different beneficiary and supporter segments and devising appropriate growth plans and partnerships to reach them;



- Working with the staff team to develop and steward effective donor and supporter relationships;
- Overseeing, and leading where appropriate, grant applications, fundraising campaigns, tenders and commercial propositions;
- Leading the creation of new partnerships and strategic alliances that will enable more people to access our information and support.

4. External relations campaigning and advocacy

Taking responsibility for developing and implementing an external relations strategy that advances the M.A.'s mission.

- Overseeing the M.A.'s communications strategy;
- Representing the organisation to all audiences including the public, media, policy makers, health professionals and government officials;
- Building and maintaining relationships with key partners and stakeholders, including senior medical and medical research professionals, other charities, non-governmental organisations and funders.

5. Governance

Ensuring that the Board of Trustees can discharge their legal duties and that the organisation operates in compliance with relevant legislation and statutory reporting requirements.

- Ensuring standard financial and operational management practices and processes are effective in supporting the day-to-day operation of the M.A., e.g. budget management; project planning; staff management; performance management; risk and mitigation; safeguarding;
- Overseeing the preparation of the Annual Report, statutory accounts and returns to the Charity Commission and Companies House;
- Ensuring appropriate measures and systems are robust in the collection and storage of personal data and that internal CRM measures are in place;

- Ensuring that the charity has the appropriate workplace and safeguarding policies, procedures, systems and processes in place and that they are being implemented;
- Clearly communicating the M.A.'s policies and best practice and regularly reviewing them to ensure that all M.A. staff and volunteers understand and follow them;
- Providing a process for identifying risks around new, proposed and current activities, categorising and evaluating each risk and applying management controls to mitigate them;
- Attendance at Board meetings and the provision of board papers to the Trustees in advance.

6. People and office management

Providing visible leadership to all staff and volunteers and to champion the professional integrity of the M.A.

- Leading, managing and developing direct reports, putting in place clear work programmes and development plans;
- Providing clear vision and direction for staff about their role, objectives and how each individual contributes to vision and mission;
- Ensuring that HR policy and practice provides a safe and stimulating work environment and that staff and volunteer wellbeing is safeguarded;
- Reporting to the Board on the future workforce planning and the investment requirements;
- Maintaining and managing a safe and welcoming working environment for staff through sound contract negotiations and monitoring of working conditions.



Person specification

Essential experience, knowledge, abilities and qualities

- A genuine interest in, and commitment to, the M.A.'s work and charitable aims;
- Senior-level strategic management responsibility for a charity, other not-for-profit organisation or social enterprise;
- Representing an organisation externally and networking;
- Proven delivery of income generation from voluntary sources, e.g. trusts, foundations, events, individual giving, corporates;
- Experience of managing through change;
- Ability to plan, manage and monitor expenditure against budgets;
- Responsibility for managing standard financial and operational management practices and processes, e.g. project planning; staff management; performance management; managing financial information; risk and mitigation; safeguarding.

Desirable experience and knowledge

- Knowledge of pregnancy loss, healthcare, the policy environment and the diverse needs of people affected by pregnancy loss;
- Experience of working in an information, advice and support provision context;
- Experience of campaigning, policy influencing and advocacy;
- Experience of working with sensitive topics;
- Knowledge of legislation governing charities in the UK.

Skills and abilities

- A supportive management style and leadership and people-management abilities that inspire and motivate others;
- Ability to support and communicate sensitively to, and advocate on behalf of, people experiencing bereavement and physical and/or emotional distress and the professionals who care for them;
- Ability to provide strategic vision and translate this to operational objectives;
- Planning and organising skills in order to produce operational plans, manage projects and establish appropriate organisational business processes;
- Ability to encourage participation in any change management initiatives and to take people on the journey;
- Empathy and social skills in order to build effective working relationships with others, and to ensure the M.A. retains its reputation for person-centred, empathetic information and support;
- Effective negotiating, influencing and persuasion skills at the highest level;
- Excellent oral, written communication and presentation skills including the ability to present in public with conviction and understand the nuances of pregnancy loss;
- Effective team-working and collaboration skills;
- Ability to listen, consult and take difficult decisions when required;
- Financial and business acumen – assessing opportunities and applying resources effectively;
- Ability to innovate, develop and apply new solutions in a way that builds on past achievements.

Special conditions

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



Terms and conditions

26 days annual leave plus Bank Holidays

8% non-contributory pension





How to apply

For an informal discussion about the role, please contact:

Carroll Lloyd Director | NFP Consulting
07765 001 033 carroll.lloyd@nfpconsulting.co.uk



Apply online at www.nfpconsulting.co.uk/miscarriageassociation/CEO

Application is by way of CV and a Supporting Statement, which should concentrate on the experience and knowledge requirements and be around 1,000 words or two sides of A4.

Closing date: Midnight Sunday 12th November 2023

Selection process and timescales

Stage 1: Week commencing Monday 20th November

First round of screening interviews conducted by NFP Consulting via Zoom.

Stage 2: Thursday 30th November

Formal panel interviews involving trustees. It is anticipated these will be held at the office in Wakefield and will include a presentation.

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. for attending interview. Any requests will not affect the decision-making process.

Thank you for considering working with us!