

Chief Executive Appointment Brief

July 2018



Deadline 5pm, 5th September 2018
Interviews 17 September 2018, London

About Birthrights



Our mission

Birthrights exists because all women matter during childbirth.

We champion women's rights to dignity, autonomy, humane treatment and non-discrimination. We want to ensure that women's needs are met by their maternity care and that the most vulnerable women are equally enabled to access safe, high-quality, respectful maternity services.

Our achievements

Since we were founded in 2013, Birthrights has changed the conversation in maternity care, putting respectful care high on the agenda for women, healthcare professionals and policy makers.

We have reached thousands of women and health care professionals through **advice and training**. Our factsheets and video explainers deliver clear and simple messages enabling women to advocate for their rights, while our highly regarded training sessions have been attended by over 1000 health professionals. Birthrights advice service has assisted hundreds of women to find rights-respecting solutions to complex issues in pregnancy and childbirth.

Our **policy influencing** has embedded a human-rights approach in maternity policy. Our interventions on behalf of individual women have changed policies in NHS Trusts. At a national level, we participate in the NHS Maternity Transformation Programme and we shape national guidance on maternity care to embed human rights principles and transform care.

Our **research and publications** have highlighted the challenges faced by women from vulnerable backgrounds and our current research partnership with Birth

Companions is identifying human rights-based challenges for women who face severe and multiple disadvantage.

We have made strategic **legal interventions** on behalf of women in the courts, helping to affect the law on pregnancy, raising our profile and making Birthrights a go-to organisation for comment on maternity issues.

We work through **partnerships** with a diverse range of organisations, including the Royal Colleges, Mumsnet, British Institute of Human Rights, NCT, AIMS and the Department of Health, to share our unique expertise and maximise our impact.

Our team and governance

Birthrights is led by a Board of Trustees, chaired by our founder, Elizabeth Prochaska. Our Board draws on a wide range of expertise and includes lawyers, health professionals and people with experience in the charitable and private sectors. The Board is actively engaged with the charity's activities and many of our trustees undertake training for Birthrights, support the advice service and participate in research and policy. The current Chief Executive, Rebecca Schiller, will join the Board when she steps down.

Our staff team consists of five paid roles - the Chief Executive, Programmes Director, Research Officer, Legal Officer and Administrator, all of whom work part-time from home. The staff are supported by paid trainers and volunteers.

Our financial position

Birthrights is currently in a secure financial position thanks to grants from the Esmee Fairbairn Foundation, the Baring Foundation and Trust for London and a regular stream of individual donations. However, the new Chief Executive will need to diversify Birthrights' sources of funding and develop sustainable income generation plans to ensure that Birthrights can continue to achieve its objectives over the long-term.

About the role



Job title	Chief Executive
Role purpose	<ul style="list-style-type: none">• To promote Birthrights' mission, develop and deliver its strategy and grow the charity.• To inspire and lead the staff team.• To build partnerships and influence decision-makers.• To act as the public face of Birthrights with stakeholders and in the media.
Location	Home-based, but must be prepared to travel to London and the south-east for regular meetings with staff and stakeholders.
Working hours	22.5 hours per week full time equivalent (based on a 37.5 hour week). Employee-led working schedule. Potential for additional hours if funding permits. Flexible holiday policy.
Salary	£45k pro rata; statutory minimum pension.
Contract length	Permanent

Job description



Mission and strategy

- With the Board and staff, shape the organisation's strategic and operational plans and lead their successful implementation.
- Build diverse income streams and reserves to guarantee the charity's sustainability and growth.
- Lead the development of Birthrights' advice and training activities to ensure they achieve measurable long-term impact.
- Expand and maintain key strategic partnerships for the delivery of impactful research and policy.
- Keep the voice of women at the centre of the organisation's work and vision.

Leadership and governance

- Provide inspiring and effective leadership and management to the staff team, working with them to develop and deliver the charity's activities.
- Ensure the organisation's policies and practices are fit for purpose and manage the organisation's budget and financial controls.
- Support the Board providing them with timely and relevant information.
- Work with the Chair in developing the Board and good governance practice and observing regulatory requirements.
- Uphold Birthrights' values and commitment to human rights and equality.

Influencing and external relations

- Champion respectful maternity care in the UK.
- Maintain Birthrights' prominent public profile to influence key stakeholders and policy makers.
- Develop relationships with NHS bodies, central government, Royal Colleges and other charities to advance Birthrights' mission.
- Communicate Birthrights' unique expertise to stakeholders through events and publications.
- Act as an inspiring and effective spokesperson for the organisation in the media.

Person specification



Experience and skills

- Developing and implementing strategic plans to capitalise on opportunities to increase the reach and impact of a small organisation.
- A track record growing an organisation's influence, operations and impact.
- Using Theories of Change to inform organisational thinking.
- Managing grant funding and focusing on evaluation and outcomes for funders.
- Effective financial management and governance expertise, including experience fund-raising from a range of sources.
- Leading policy development and influencing, including with senior policy makers, that has contributed to tangible change.
- Excellent engagement skills with the ability to build confidence across a wide range of stakeholders with different perspectives.
- Leading and managing a cohesive and high-performing team to deliver a range of impactful activities.
- Fostering a positive organisational and workplace culture and nurturing staff's development to achieve their potential.
- Strong media and communications skills, including using lived experience to deliver impactful communications.

Knowledge

- Excellent knowledge of maternity care issues, policies and practice and the national healthcare landscape.

- Strong understanding of human rights values and legal principles and their potential to effect change.
- Appreciation of issues faced by small charities, including funding challenges and opportunities.
- Deep knowledge of charitable policies and practices, including financial and governance systems.

Personal qualities

- Passionate commitment to Birthrights' mission and values.
- Efficient, reliable and collaborative working style.
- Open and authentic communicator with high levels of emotional intelligence.
- Inspiring and credible leader who motivated a team to achieve their objectives.
- Agile and decisive leader, able to innovate and take advantage of new opportunities.
- Self-motivating and able to work effectively from home.

How to apply



- Send a CV with a covering letter no longer than 3 pages explaining how you meet the person specification to: rachael@birthrights.org.uk
- Deadline for applications is 5pm on 5 September 2018.
- Interviews will be held on 17 September 2018 in central London.