

Chief Executive (maternity cover)

Appointment brief

Summer 2018

Deadline: 5pm, 16 September 2019
Interviews: 23 September 2019, London



About Birthrights

Our mission

Birthrights exists because women matter during childbirth.

We are the UK's only organisation dedicated to improving women's experience of pregnancy and childbirth by promoting respect for human rights. We believe that all women are entitled to respectful maternity care that protects their fundamental rights to dignity, autonomy, privacy and equality.

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.

We provide advice and legal information to women, train healthcare professionals to deliver rights-respecting care and campaign to change maternity policy and systems.

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 directly support around 200 women a year through our email **advice service**, while thousands access our online factsheets on human rights in pregnancy and childbirth.

Last year, we reached over 1,700 healthcare professionals through our practical **training**, which comes highly recommended by midwives and obstetricians.

Through our **research and partnerships**, we have shone a spotlight on the specific issues experienced by disabled women and women facing multiple disadvantage.

We have **changed the law and maternity policy** through strategic legal action, our role in the NHS Maternity Transformation Programme, national and local policy interventions and strong partnerships with Royal Colleges, Government and other charities.

Read more about our achievements in our [Impact Report](#) and on our [website](#).

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 of the charitable and private sectors. Trustees are actively engaged in the charity's activities, for example delivering training, providing legal or clinical expertise and supporting the Chief Executive on financial management.

We have five paid staff, who all work part-time from home - the Chief Executive, Programmes Director, Advice and Legal Officer, Research and Partnerships Officer, and Operations Co-ordinator. The team is supported by paid trainers and volunteers.

The current Chief Executive, Amy Gibbs, plans to go on maternity leave at Christmas and return in September 2019, so we are looking for an experienced charity leader to fulfil the role for a period of 9 months from December, to allow for handover. There may be scope for a future senior role at Birthrights, subject to strategic priorities and new funding.

Our financial position

Birthrights is currently in a secure financial position thanks to grants from the Baring Foundation, Esmee Fairbairn Foundation and Hollick Family Foundation, three-year corporate partnerships with law firms Leigh Day and Irwin Mitchell, and a regular stream of income from training, major donors and regular givers.

However, one of our major grants is due to conclude in August 2020 and we have ambitions to grow our income and staff team further to fulfil Birthrights' potential and strategic aims. Identifying and securing new, diverse and long-term sources of funding will be a major priority for the interim Chief Executive, so we are particularly looking for someone with a strong track record of fundraising and organisational development.

About the role

Job title	Chief Executive (maternity cover)
Role purpose	<ul style="list-style-type: none">• To promote Birthrights' mission, develop and deliver its strategy and grow the charity.• To strengthen the charity's resilience through new and diverse sources of income and improved organisational infrastructure.• To inspire, lead and develop the staff team.• To maintain Birthrights' public profile and influential reputation with decision-makers, stakeholders, partners and in the media.
Salary	£52,000 pro rata (£31,200 actual per annum)
Hours	22.5 hours per week full time equivalent (based on a 37.5 hour week). Employee-led working schedule but hours will need to overlap with whole team at least one day a week (current core day is Tuesday).
Location	Home-based (UK, within reasonable commuting distance of London). Must be prepared to travel to London, Birmingham and other UK locations for frequent meetings with staff, funders and stakeholders.
Contract	Maternity cover: 9-month fixed term contract. Start date mid December 2019 to allow for handover with current Chief Executive.

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, while maintaining excellent relationships with existing funders.
- Oversee 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, policy and income generation.
- 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 relevant and timely 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.
- Work with the team to strengthen 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.
- Lead Birthrights' strategic communications activity, working with our PR agency, acting as a media spokesperson and building the team's skills and experience.

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, ideally in the charity sector.
- Using Theories of Change to inform organisational thinking.
- Experience of successful income generation and fundraising from a range of sources.
- Managing grant funding and focusing on evaluation and outcomes for funders.
- Effective financial management and governance expertise.
- 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.
- A track record of leading and managing cohesive and high-performing teams to deliver a range of impactful activities.
- Fostering a positive organisational and workplace culture and nurturing staff development to achieve their potential.
- Strong media and communications skills, including using lived experience to deliver impactful communications.

Knowledge

- Good knowledge of maternity care issues, policies and practice and the national healthcare landscape.
- 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, practices and legal duties, 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 motivates 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 three sides of A4, setting out how you meet the person specification, to rachael@birthrights.org.uk.
- Deadline for applications is 5pm on Monday 16 September 2019.
- Interviews will be held on 23 September 2019 at NCVO near King's Cross, London.