

Blesma

THE LIMBLESS VETERANS



Operations Director

Information Pack

Contents

Welcome	3
About Blesma	4
Job Description	7
Person Specification	9
How to apply	10

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



Operations Director £70,000, 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 Operations Director leads a high-performing team that delivers efficient, effective and sustainable fundraising, our communications strategy and an activities programme that has gone from strength to strength over recent years.

The Fundraising department sustains the Association through individual, corporate, legacy and regional fundraising as well as grants, sponsorship, direct marketing and fundraising events. The Communications team reaches a variety of internal and external audiences through the Blesma magazine, regular bulletins, a popular website and coverage on both social and conventional media. Our Member Activities programme varies from extreme endurance events, through sporting and challenge expeditions to social activities for families. As a charity, we are committed to ensuring that every penny we receive is spent wisely and this forms the foundation of our commitment to the donors who support our work.

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/operationsdirectorblesma

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Application is by way of CV and a Supporting Statement.

Closing date: Monday 26th October

First interviews: W/B 2nd November

Final Interviews: W/B 9th 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 Operations Director is a key member of the Senior Management Team and deputises for the Chief Executive. With direct responsibility for three critical departments, he or she also plays a pivotal role in planning, assuring and coordinating activity across the Association.

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', written in a cursive style.

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.

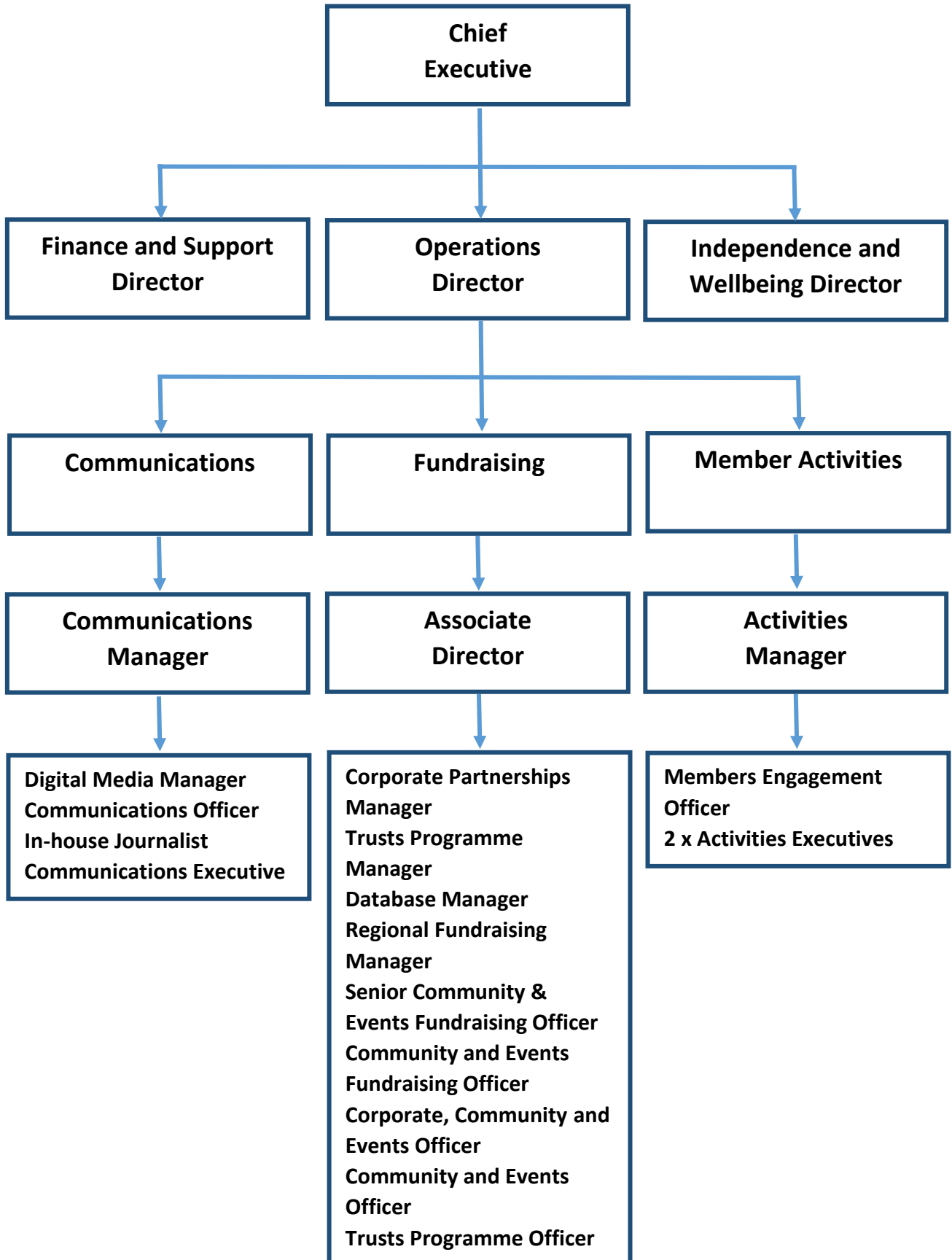
For more information

There is a wealth of information about what we do on our website: www.blesma.org

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



Operations Organisational Structure



Job Description

The Operations Director is a pivotal role within Blesma, leading a multi-disciplinary team that delivers a multi-faceted fundraising effort; market leading communications across various channels and a wide ranging international activities programme.

Job title:	Operations Director
Salary:	£70,000
Benefits:	5% employer contribution pension, death in service insurance equivalent to 1.5 time annual salary
Contract:	Full time, permanent
Hours:	35 per week
Location:	115 New London Road, Chelmsford, Essex, CM2 0QT
Annual leave:	25 days plus statutory holidays
Responsible to	Chief Executive
Responsible for:	Associate Director Fundraising, Communications Manager, Digital Media Manager, Activities Manager.
Budget responsibility	Fundraising, Communications, Activities
Key internal contacts	Trustees, members, volunteers, colleagues
Key external contacts	Veteran organisations, MoD, donors, supporters, professional bodies (e.g. Institute of Fundraising), regulators (e.g. Charity Commission), media contacts, suppliers

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 strategic development, operational delivery and coordination of Blesma's fundraising, communications and Member activities functions.

To deputise for the Chief Executive when necessary.

Specific areas of operational responsibility

This will include:

- Setting the long-term and annual objectives for each function along with the associated resource investment required.

- Horizon scanning to mitigate potential risks in the external environment and keeping abreast of charity sector trends and emerging strategies.
- Along with managers, identifying opportunities and market testing new initiatives.
- 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.
- Contributing to making the 'ask' to organisational and individual donors.
- Representing Blesma to a variety of external audiences and as an ambassador for the charity.
- Maintaining effective relationships with national and local media.
- Ensuring that fundraising, communications and Member activities are compliant with relevant legislation, regulation and guidance.
- Keeping up to date with relevant charity and other legislation and best practice guidance.
- 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 Blesma's fundraising, Communications and Activities programmes.
- Recommending the annual operational budget for fundraising and communications;
- Allocating 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 fundraising, communications and activities teams.
- 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 team, hold collective responsibility for the delivery of Blesma's charitable aims and strategic business objectives.
- Deputising for the Chief Executive as required.
- 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

- Experience of working within the charitable sector at senior management level with responsibility for income generation and the associated operational annual operational programmes.
- Experience of planning and delivery of institutional communications and engagement activity.
- Strong commercial acumen with both a proven and recent ability to grow and diversify revenues, manage budgets, increase efficiency and reduce costs.
- 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 challenge event management.
- Experience of implementing organisational change, having the ability to evaluate regularly the efficiency of the charity's business procedures and apply improvements.
- Service in HM Forces at OF3 level or above.
- 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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Selection process and timescales:

Closing date: Monday 26th October

First Interviews: W/B 2nd November

Second interviews: W/B 9th 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.