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# Chief Executive Officer Recruitment Pack



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## WELCOME FROM THE CHAIR

*Dear Candidate,*

*Thank you for your interest in the role of Chief Executive Officer (CEO) at Illeostomy and Internal Pouch Association (IA). We are a charity with a proud history of supporting individuals living with an ileostomy or internal pouch for almost 70 years.*

*For the past seven years, IA has been led by our current CEO & National Treasurer (CFO) fulfilling a dual role. We are now separating the role seeking an enthusiastic, dynamic and dedicated leader to move the charity forward with a fresh strategy, new ideas and a bold vision. As a national charity with a local presence we have a small, committed team of staff and amazing volunteers intent on delivering positive change for those in need.*

*With our strategic plan looking to be refreshed, this is a pivotal moment in our journey. Our Board, staff and volunteers are united in our ambition to expand our reach and deepen our impact. We are looking for a CEO who shares our passion, can drive innovation, and is committed to excellence in delivery and leadership. The successful candidate will be an experienced CEO or senior director used to working in the Third Sector, or someone holding a senior position within the commercial sector.*

*As our new potential CEO you will be integral to shaping our strategic aims and direction as you take ownership of their delivery ensuring we move forward with impact sharing the strength and passion that we have continued to experience for almost 70 years.*

*I hope this will inspire you to come on board and make a positive difference to the lives of so many. We look forward to receiving your application.*

*Warm regards,*

*Stuart Hay  
Chair of the Board of Trustees*

## ABOUT IA

### What we do:

IA offers peer-to-peer support to those with, or about to have, either an ileostomy or an internal pouch. We also help fund research into bowel disease and other conditions leading to the removal of the colon, as well as providing relevant information to interested parties using a range of channels.

Our strapline, "Because we know, we care", sums up our whole ethos. Individuals can join either their local IA member organisation, or the IA national charity, and in either case, gain access to a range of services and support, including our flagship quarterly Journal, local and national meetings and information events, and other services such as our One2One peer support and Support Through Therapy services.

### History:

Founded in 1956 by Professor Bryan Brooke, and as one of the first ostomy charities to be set up globally, Ileostomy and Internal Pouch Association (IA) has been at the forefront of providing peer to peer support to people with living with an ileostomy and their families since its inception. More lately, following surgical advances, IA introduced support for people living with an internal pouch in 1993. We are immensely proud of our history and the vital help we have provided to many thousands of people over the past 69 years at a time when the need for life-changing surgery can feel unsettling, uncertain of the future and vulnerable.

### Our Vision:

Improving the lives of those with an ileostomy or an internal pouch.

### Our Mission:

To deliver our vision of improving the lives of those with an ileostomy or internal pouch, their families and carers, we will:

- Remain the leading voice acting on their behalf
- Continue to lobby for better care and support from government and health service providers
- Break down taboos
- Provide high quality peer-to-peer support and professional information, support and services
- Support and fund research that achieves our aims

## Our Values:

Our values are inherent in what we do. They underpin the guiding principles by which we operate, the decisions that we make and the guidance that we offer. They ensure we act with integrity remaining true to what we believe and how we would want to be supported.

### **Trusted**

*We are a respected, established charity using evidence, knowledge and experience to provide excellent levels of support and influence positive change; others believe what we say because they know we can back it up.*

### **Compassionate**

*As a patient-led charity, our unique perspective informs and drives an unshakeable determination to support those with, or about to have, ileostomies and internal pouches, their families and carers – because we know, we care.*

### **Independent**

*We will not compromise the independence we have fearlessly maintained throughout our long history as it allows us to give truly impartial advice to those who rely on our services, as well as the power to say what needs to be said for their benefit.*

### **Professional**

*We are open, reliable, accountable and ethical, always adhering to applicable requirements and guidelines, and maintaining the highest of standards in all aspects of our work.*

### **Innovative**

*We are ambitious and determined to drive change, pushing boundaries and embracing new ideas to deliver a positive impact in pursuit of our mission.*

### **Knowledgeable**

*We make best use of our specialist expertise and knowledge to promote understanding and best practice, whilst continually learning and evolving to ensure we remain skilled and recognised leaders in our field.*

## Inclusion and Diversity:

IA is an equal opportunities employer and welcomes all applications from a wide range of candidates. As an inclusive organisation, we recognise the value in contributions from everybody to deliver on our core values with kindness, empathy and respect. IA is committed to following the provisions of the Equality Act 2010.

## Strategic Aims:

We are currently in year 3 of our 3-year Strategic Plan (2022-2025). Our strategy sets the direction for IA and ensures we are all focussed on the right things for the benefit of our members and the wider ostomate and pouch community.

We have six strategic aims:

### **1. Raise Awareness of IA**

*We want more people to be able to access the services we offer and the research we fund at the time they would most benefit from them. To do that, we need to increase IA's profile so that there is a greater awareness of IA amongst both the medical profession and the general public.*

### **2. Improve and expand our service offering**

*We want to improve what we currently offer to ensure that IA remains fit for purpose, as well as expanding our services into new areas so that we continue to offer the highest levels of support to those who need it.*

### **3. Harness the power of our group network and volunteers**

*We want to leverage the strengths within our existing group network and volunteers, sharing best practice and delivering high quality and consistent services to our users.*

### **4. Strengthen our organisation**

*We need to ensure that we have the resources, strategies and processes in place to strengthen our organisation, ensuring we remain a robust and resilient charity, able to respond effectively to change and survive any future challenges.*

### **5. Develop our research portfolio**

*We want to ensure that research is integral to everything we do. We will continue to develop our research portfolio to broaden and deepen knowledge of bowel disease and the patient journey for those with ileostomies and internal pouches, ultimately leading to better care.*

### **6. Advocate on behalf of our members and represent their interests externally**

*We recognise that people need immediate support, but that they also need long term change to the way those with ileostomies and internal pouches are viewed and treated. To achieve this change, we want to fight for better services, standards of care and rights, campaigning to deliver the best possible improvements.*

Beneath each strategic aim sits a number of strategic objectives and the measures we will use to assess the difference we have made. Further details can be found in our Strategic Plan at <https://iasupport.org/wp-content/uploads/2022/09/IA-Strategic-Plan-2022-2025-LOW-RES.pdf>

## Organisation Structure

Ileostomy and Internal Pouch Association (IA) is a charitable Company Limited by Guarantee (CLG), company number 10375943 (England and Wales), registered with both the Charity Commission in England and Wales, under registration 1172338, and OSCR in Scotland, under registration SCO48658. IA changed its legal structure in 2018 when the charity took CLG status.

Throughout its existence, IA has operated a number of local groups, known as member organisations, which are located throughout the UK. Member organisations operate either as a 'branch', and are therefore fully integrated under the national charity, or as an 'affiliate', operating under their own autonomous charitable status (independently registered with the Charity Commission), with a governing agreement in place between the main charity and the affiliate organisation. There are currently 41 member organisations operating throughout the UK, of which 36 operate as branches and 5 as affiliates.

IA, as the national charity, provides central services to both member organisations and individual members, as well as providing policy and direction for the IA network. Policy decisions require formal approval from the Board of Trustees and one representative from each member organisation, ensuring that member organisations are central to the charity's governance and policy setting.

## Governance and Leadership

Our Board of Trustees holds ultimate responsibility for everything we do. The Board is made up of up to 15 Trustees, with strong representation from those living with ileostomies or internal pouches, but also including those with relevant backgrounds, such as medical and financial. Each Trustee serves for a three-year term with a maximum of three terms, extendable in exceptional circumstances to retain critical expertise. The Board of Trustees delegates certain responsibilities to a number of sub-committees. In addition, there is a Management Committee, which consists of senior staff and Trustees, and meets regularly to consider matters of both strategic and operational natures, making recommendations to the Board of Trustees where relevant.

## The Team

Our central team is a mix of around 11 employed staff & contracted third parties who manage the day-to-day running of the charity with overall responsibility across the charity for charitable functions such as finance, IA national office, communications and PR, editorial, volunteering and IT. Each being supported by the CEO/Treasurer, Senior Management Team and Board of Trustees. IA's national office is based in Rochford, Essex.

Pivotal to IA are our amazing team of over 100 volunteers spread across the UK providing local support through IA's branch and affiliate network. Many of our volunteers are themselves living life after surgery using their lived experiences to support others. Our volunteers are making a huge difference locally such as organising local events, providing local support, attending open days and other relevant events plus our trained volunteers who offer One2One support.

## Role Overview

### Role Overview:

<b>Job Title:</b>	Chief Executive Officer (CEO)
<b>Reports to:</b>	Board of Trustees/Chair
<b>Location:</b>	Remote (with regular travel to National Office (Rochford, Essex) and other UK locations, as required)
<b>Salary:</b>	£80,000 - £85,000 equivalent FT (pro-rata 60%), commensurate with experience
<b>Contract:</b>	Part time 60% FTE – flexible over 3-5 days, permanent role.
<b>Benefits</b>	Comprehensive benefits package including 28 days holiday (pro-rata at 60%) including Bank Holidays

### Who are we looking for?

The CEO will provide visionary, strategic, and operational leadership to the Ileostomy and Internal Pouch Association, ensuring we fulfil our mission and grow sustainably. They will act as a key ambassador, building partnerships and maintaining our reputation for excellence.

Applicants must hold the right to work in the UK in line with existing UK Government guidelines: <https://www.gov.uk/prove-right-to-work>

## Key Responsibilities

### Strategic Leadership

- Work closely with the Board to develop and deliver a dynamic new three-year strategy with measurable impacts aligned to the organisation's vision, mission, values and objectives
- Implement, monitor and evaluate the agreed strategy
- Identify opportunities for growth, innovation and services offered
- Ensure that the charity is planning for and striving to achieve high standards and ambition relating to equality, diversity and inclusion both as an employer and service provider
- In conjunction with the CFO, identify, mitigate and report on the risks the charity faces
- Ensure excellent communication and sharing of best practices across the Charity
- Drive a culture of ambition and collaboration

### Operational Management

- Oversee and support with operational management, as required, promoting a culture of continuous improvement
- Manage risk, resources and operational planning to support IA's resilience
- Oversee and support all HR matters, including the recruitment, selection, training, development and performance management of staff
- Provide leadership in staff wellbeing and professional development, ensuring that the organisation attracts, retains and nurtures talent
- Ensure the charity is compliant with employment law and good practice, promoting diversity, inclusion and equal opportunities throughout all policies and practices
- Ensure the charity's policies and procedures are followed consistently promoting and supporting internal governance and compliance.

### External Engagement

- Act as the primary representative of IA, representing the charity to all external stakeholders building positive relationships
- Actively promote the Charity at national conferences, meetings, and public events, advocating for those with ileostomies and internal pouches, and influence policy where appropriate
- Drive collaboration and develop meaningful partnerships working with other charities/ organisations in the healthcare sector, with the aim of increasing reach, impact, cost effectiveness and influence

- Ensure that IA's core value of independence is integral to any external engagement and relationships with third parties
- Leverage digital engagement strategies to expand the Charity's reach and strengthen relationships
- Work with the CFO to identify and develop income generation streams to diversify funding
- Lead on strategies that increase our access to income from grants and further our fundraising efforts and donations

## Governance & Board Relations

- Work closely with the trustees ensuring accountability, professionalism, transparency and effective governance
- Provide timely and accurate information to Trustees for decision-making
- Ensure compliance with Charities Commission, Companies House and UK Data Protection regulation
- Support the Board with recruiting new trustees promoting diversity, competence, leadership and commitment.

## Team Leadership

- Lead with empathy inspiring our staff and volunteer team, ensuring they are motivated, well-trained, and equipped to deliver high-quality, effective services
- Foster a culture of inclusivity, wellbeing, and high performance with shared purpose and mutual respect
- Create an open and supportive working relationship within our support network of member organisations growing our volunteer population, extending our network reach and the support offered across the network.

# Person Specification

## Essential Experience

- Proven senior leadership experience, ideally as a CEO or Director in the charity or social enterprise sector
- Demonstrable experience of strategic planning and implementation
- Excellent communication skills with ability to engage effectively with stakeholders, professionals and volunteers both internally and publicly
- Work empathetically with vulnerable adults employing working knowledge of safeguarding
- Financial management and budget oversight
- Demonstrable experience of implementing and monitoring services based on financial benefit and social benefit
- Track record of income generation and fundraising
- Demonstrable experience of operating within a governance and regulatory framework
- Experience of developing, managing and supporting high performing teams with a strong growth mindset
- Builds effective relationships with a strong network instilling confidence and trust
- Experience of leading a team delivering effectively against objectives

## Skills and Qualities

- Visionary and values-led leadership
- Ethical decision-maker
- Strong, confident and decisive performing well under pressure
- Excellent communication and interpersonal skills
- Resilience, adaptability, empathy and emotional intelligence
- Commitment to equity, diversity, and inclusion.

## Desirable

- Success with securing significant gifts and grants
- Experience working with a Board of Trustees
- Knowledge of health charities, gastrointestinal health, or patient advocacy
- Knowledge of charity regulations such as those set by the Charities Commission, Fundraising Regulator, ICO (Data Protection) and more generally safeguarding legislation
- Volunteering experience or working with volunteers

## How to Apply

### Application Submission

To apply, please submit:

1. Your CV (up to 4 pages)
2. A covering letter outlining your suitability including responses to the following additional questions (maximum 1000 words)

#### Additional Questions:

- What motivates you to join IA and why this role?
- What makes you an ideal candidate to take the charity forward?
- What three priorities do you think non profits, in general, should focus on in the current climate, and why?
- How would you introduce positive, effective change into a 70-year-old organisation?

Applications should be submitted via the advertising platform or directly to [ceo-recruitment@iasupport.org](mailto:ceo-recruitment@iasupport.org) including your CV and covering letter (as above) by the closing date given in the timetable on the following page. We will endeavour to acknowledge receipt of your application, depending upon the number of applications received. Only shortlisted applicants will be contacted post acknowledgement of receipt. Applicants are encouraged to ensure availability in line with the recruitment timetable below.

For an informal chat about the role, prior to application, please contact [scott.clifford@iasupport.org](mailto:scott.clifford@iasupport.org) (Trustee).

*While IA recognises the value of AI technology in the current climate, IA reserves the right to ignore applications where we have reason to believe that they have been wholly produced using generative AI tools.*

## Recruitment Timeline

IA will endeavour to work to the following recruitment timelines to set applicant expectations however we reserve the right to amend the timelines based on volume and quality of applications submitted.

No recruitment agencies please.

Stage	Date
Applications open	14 January 2026
Deadline for applications	13 February 2026
First stage interviews (Online interview – approx. 30 minutes)	w/c 02 March 2026
Final interviews (In-person interview (up to 1.5 hours long including 20 minute presentation (see 'Final Interview Presentation' below))	w/c 23 March 2026
Appointment confirmed by	08 April 2026
Anticipated start date (negotiable - dependent upon current position, required notice period and fulfilment of employment checks (e.g. references and DBS checks)	01 June 2026

### Final Interview Presentation:

Applicants shortlisted for final interview will be expected to give a presentation of around 20 minutes focusing on the following key elements:

- First 100 days and top three priorities for year 1
- Strategic vision – 3 years
- How will you foster innovation to get us there?

Questions will follow on your presentation, experience to date and a series of culture/value-based questions. Time will be allowed at the end of the interview for questions from applicants.

Logistics of presenting at interview together with any additional support needs will be agreed with shortlisted applicants beforehand.

***NOTE: The successful applicant will be invited to attend IA's AGM and Information Day on 24-25 April (Warwickshire).***