



The
Brain
Charity

Chief Executive Officer

Appointment brief • October 2025

Jenny Hills • Director, Harris Hill Ltd

020 7820 7321 • jenny.hills@harrishill.co.uk • www.harrishill.co.uk

HarrisHill
Executive Search

About us

Who we are

The Brain Charity is a Liverpool-based national charity supporting adults, children and their families affected by any of more than 600 neurological and related conditions.

The Brain Charity's origins lie in community neurology provision in Merseyside (the Mersey Neurological Trust established in 1992); after several name changes and an early grant from Glaxo, the charity registered as 'Neurosupport' in 2006 and later rebranded as The Brain Charity. Over the years it has expanded centre-based services, hospital liaison roles and national information and training offers. Key milestones include the opening of the centre (1993), the establishment of hospital link workers, the launch of The Brain Food Café (2016) and national awards such as the Queen's Award for Voluntary Service.

Our mission and strategic aims

Our mission is to enable all those affected by neurological conditions to live longer, healthier, happier lives in an inclusive and fair society – a world where stigma, hardship and isolation are replaced by compassion, understanding and opportunity.

Our strategic aims are to raise awareness and understanding of neurological conditions and empower individuals and families to manage their conditions and realise their full potential.

Our values

The Brain Charity strives to apply the following values in our work:

Kindness: We genuinely welcome everyone to our charity and believe that each person has a unique talent and the ability to make the world a better place.

Commitment: We will travel side by side with everyone throughout their journey no matter how complex, how long or how difficult. We roll up our sleeves whenever and wherever we need to.

Authenticity: We accept and understand that the broadness of our own diversity and personal experience impacts directly on the level of quality and passion delivered within our services.

Courage: We will challenge the status quo, welcome change and bravely take on any new challenges in the spirit of adventure.

Optimism: We believe that equality for people with neurological conditions is now within reach and we will strive each and every day until prejudice and lack of opportunity are removed from our society.

What we do

The Brain Charity offers a broad portfolio of services designed to meet the practical, emotional and social needs of people affected by neurological conditions. Services are rooted in the charity's Liverpool centre but also delivered by hospital-based teams across Merseyside, while a national reach is maintained through phone and video support and an extensive library of online resources — meaning the charity supports people right across the UK.

Our services include:

- **Information & advice:** an exhaustive A–Z condition directory plus one-to-one specialist guidance to help people and professionals navigate diagnosis and care.
- **Emotional support:** counselling, confidence coaching and group workshops addressing anxiety, grief and adjustment.
- **Practical support:** welfare-benefits and legal advice with hands-on assistance for Personal Independence Payment (PIP) claims and related matters.
- **Neuro Gym:** adapted fitness classes and targeted rehabilitation to support physical recovery.
- **Social connection:** The Brain Food Café and a programme of creative and recreational activities that reduce isolation and encourage peer friendship.
- **Training & consultancy:** workplace neurodiversity and neuropsychotherapy training, plus bespoke sessions for schools, employers and criminal justice partners to spread awareness and build inclusive practice.

The charity works in close partnership with local hospitals (including Walton Centre links and hospital link workers), schools, employers and criminal justice partners to deliver and co-design services. Past consortium work and prison projects have demonstrated the potential to mobilise funding and pilot impactful initiatives; these links could be reactivated and scaled.

Services benefit people of all ages affected by neurological conditions - covering more than 600 diagnoses - as well as their carers, families and the professionals who support them. The offer is intentionally wide-ranging so that individuals can access information, emotional care, practical advocacy and rehabilitation in ways that meet their changing needs.

Our current position

Our current position is one of cautious strength. We had a turnover of £1.84 million for the year to 31st March 2024. Funding comes from a mix of donations and legacies, service contracts and trading activities, but the organisation operates on tight budgets and remains exposed to the usual project-funding cycles that make unrestricted income and reserves important priorities.

Governance is in place and active: the charity is registered as a charity (No. 1114999) and a company limited by guarantee, and is overseen by a committed board of trustees, who bring a mix of lived experience and professional skills to their roles.

Challenges and opportunities

The Brain Charity faces a mix of immediate operational pressures and clear strategic openings. On the challenge side, the organisation is operating with tight budgets and a lean infrastructure: small teams carry heavy workloads, business/operations capacity is stretched. Additionally, commissioners increasingly demand tightly evidenced, transactional delivery which can be hard to reconcile with the charity's person-centred, flexible practice.

Balanced against those pressures are several strong opportunities. The charity is on the cusp of growth in areas such as children and young people's services, and existing but dormant partnerships (for example criminal justice and prison projects) could be reactivated to deliver impact and attract funding. The improved ICT and governance foundations put in place in recent years create a platform to stabilise delivery and scale selectively. There is also scope to grow earned income through training and consultancy (neurodiversity, neuropsychotherapy and employer training), to professionalise fundraising and legacy development, and to amplify the charity's voice in health and social care so it can negotiate more confidently with commissioners. The right CEO can turn a tight, committed organisation into a more outward-facing, resilient and strategically focused body by prioritising clarity, capacity and income diversification.



Our new Chief Executive Officer

What success will look like

First 12 months:

- Within 6 months, develop and sign off on a clear 3–5 year strategy and a 12-month operational plan
- Provide effective leadership to the SLT, setting clear priorities and to ensure continuity of services.

3–5 years:

- Secure sustainable financial health with diversified income, stronger reserves and reduced reliance on short-term funding.
- Define and embed a core offer.
- Expand reach strategically in line with the strategy and core offer.
- Build credibility as a recognised voice in neuro-health and with commissioners.

Culture & leadership:

- Foster a confident, inclusive workplace with improved retention and morale.
- Provide a clear sense of vision and direction to the organisation.
- Uphold co-production and lived-experience.

Overall outcome: A steadier, more focused organisation able to seize opportunities while protecting its person-centred, compassionate ethos.



Job description

Job Title: Chief Executive Officer

Accountable to: The Brain Charity Board of Trustees

Direct reports: 6

Job Purpose

To lead and develop the work of The Brain Charity, ensuring our purpose—set out in our constitution—is reflected in every aspect of what we do. You'll bring vision, compassion and strategic direction as we enter our next chapter, building on our achievements and shaping a future that is both ambitious and sustainable. Working closely with our dedicated team, trustees and partners, you'll champion the needs of those with neurological conditions and drive forward positive, lasting change for the communities we serve.

Principal Tasks

The Chief Executive Officer will be responsible for achieving the following:

Strategic Planning

- Provide clear, visionary, and strategic leadership that aligns with the Charity's mission, values, and long-term objectives.
- Lead the development, articulation, and implementation of a comprehensive strategic plan, in collaboration with the Board of Trustees, staff, service users, and key external stakeholders.
- Ensure that strategic planning is informed by meaningful engagement with individuals living with neurological conditions, embedding their voices at the core of the Charity's direction and decision-making.
- Regularly evaluate and report to the Board of Trustees on progress against strategic priorities, applying a data-informed and impact-driven approach to decision-making and performance monitoring.
- Align organisational resources to deliver long-term, sustainable outcomes, exercising sound judgement in navigating a complex and evolving social, political, and funding environment.
- Identify and pursue opportunities for organisational growth and service innovation, including reviewing and strengthening internal structures to ensure scalability and resilience.
- Foster a culture of ambition, continuous improvement, and forward-thinking across the organisation, while championing and embedding principles of equality, diversity, and inclusion within all strategic initiatives.

Leading People

- Inspire, lead, and motivate staff and volunteers to achieve excellence, fostering a collaborative, inclusive, and people-centred organisational culture.
- Lead by example, demonstrating integrity, visibility, and authenticity to earn the respect and confidence of the team.
- Provide inspirational leadership and direct line management to the Senior Leadership Team, ensuring ongoing support through robust supervision and appraisal processes.
- Develop and nurture the workforce through effective performance management, clear delegation, and investment in professional growth.
- Foster open, transparent communication across all levels of the Charity to build trust and shared understanding.
- Lead with empathy and humility, recognising the emotionally demanding nature of frontline roles and creating a supportive environment where staff and volunteers can thrive.
- Promote wellbeing by establishing and maintaining a comprehensive support infrastructure for staff, volunteers, and the wider community.
- Build strong, resilient teams by providing clarity of purpose, managing conflict constructively, and encouraging diversity and inclusion within a healthy working environment.

Financial Management

- Provide strategic oversight of the Charity's financial strategy and fundraising plans, working in close partnership with the Senior Leadership Team and Board of Trustees to secure long-term financial sustainability.
- Collaborate closely with the Head of Finance and Treasurer to develop the annual budget, monitor monthly cash flow, and ensure rigorous compliance with financial regulations and transparency standards.
- Exercise strong financial acumen to inform strategic decision-making, encompassing budgeting, forecasting, risk management, compliance, and sustainable financial planning, while delegating day-to-day financial operations.
- Ensure the prudent and flexible deployment of resources, prioritising strategic investment over cost-cutting to safeguard the Charity's financial health and resilience.
- Communicate the financial strategy clearly and confidently to funders and stakeholders, fostering trust in the Charity's capacity to manage and grow income effectively.
- Demonstrate readiness to make and implement difficult staffing decisions, when necessary, to maintain the Charity's financial stability and organisational viability.



Operational Management

- Oversee the quality, scope, and impact of the Charity's services, ensuring robust outcome measurement and reporting to the Board, funders, and relevant stakeholders as required.
- Lead the development and expansion of services in response to evolving needs of service users, ensuring alignment with the Charity's strategic priorities.
- Hold ultimate responsibility for quality assurance and impact measurement systems, ensuring accuracy and compliance with contractual obligations.
- Collaborate closely with the Head of Business Operations to maximise the effective use of the Centre, maintaining a safe, accessible, and welcoming environment for service users, volunteers, visitors, and staff.
- Demonstrate resilience and agility in managing operational challenges, including policy changes, funding fluctuations, and crisis situations, providing steady and mission-focused leadership.
- Make informed and timely decisions under pressure, sustaining organisational momentum and strategic direction through periods of uncertainty and change.

Business Development

- Ensure the Charity's financial sustainability by developing and securing diverse and appropriate income streams.
- Lead and implement a strategic approach to income generation, dedicating a significant proportion of time to fundraising and cultivating strong relationships with donors and funders.
- Inspire confidence among supporters through clear, values-driven communication and a compelling narrative that demonstrates the Charity's impact.
- Foster long-term partnerships that extend beyond immediate fundraising objectives, securing recurring income and strengthening alignment with the Charity's mission.
- Champion innovation by identifying and developing new business opportunities, formulating strategic plans to support growth and diversification.



Governance

- Ensure the Charity fulfils its purpose within robust governance frameworks, always maintaining transparency and accountability.
- Work collaboratively and transparently with the Board of Trustees, maintaining clear boundaries between executive leadership and governance responsibilities.
- Uphold the highest ethical standards across the organisation, safeguarding the Charity's reputation and sustaining stakeholder confidence.
- Embed integrity and values-driven decision-making throughout leadership practices, balancing qualitative judgement alongside performance metrics.
- Oversee financial governance and security, ensuring rigour in financial management and fundraising activities.
- Act as the principal advisor to the Board of Trustees on matters relating to legal obligations, charity law, compliance, health and safety, and safeguarding.
- Keep the Board regularly informed of the Charity's financial and operational status, advising on risks and recommending recovery strategies where necessary.
- Lead the development, review, and appraisal of organisational policies, procedures, and best practice guidelines to ensure continuous compliance and improvement.

Partnership Work & Stakeholder Management

- Develop and maintain positive relationships with existing and prospective funders, commissioners, and key stakeholders to support the Charity's strategic objectives.
- Establish and nurture strategic partnerships with organisations and influential individuals at local, regional, and national levels.
- Build and sustain effective collaborations with statutory agencies, private sector, and voluntary organisations to enhance the Charity's impact and reach.
- Champion the Charity's mission both internally and externally, serving as a visible and credible leader who embodies the organisation's values and purpose.
- Foster trust and engagement across diverse stakeholder groups, reinforcing the Charity's relevance and promoting collaborative working.

Representation

- Participate in all relevant internal and external meetings, steering groups, and forums.
- Act as the principal public face and lead representative of The Brain Charity.
- Represent the Charity across the sector and in media engagements, articulating its mission and impact effectively.
- Demonstrate skilled and adaptable communication, engaging diverse audiences—including staff, donors, media, and policymakers—with clarity, authenticity, and inspiration.
- Employ strategic advocacy, reassurance, and mobilisation techniques, utilising storytelling and data to influence stakeholders and enhance understanding of the Charity's work and impact.



Person specification

All criteria are essential unless stated otherwise.

Qualifications

- Degree or equivalent in a relevant / transferable discipline.
- Desirable: Health and Social Care and/or social science qualification at NVQ Level 4 or above and/or a relevant professional qualification.

Skills & abilities

- Leadership skills to inspire and empower a high-performing team of professionals by supporting talent development and building a strong culture of continuous learning, challenge, flexibility and knowledge sharing.
- Ability to think strategically and to create coherent, visionary and inspirational strategic plans - and to drive forward and deliver against those plans.
- Exceptional communication skills and the ability to command credibility with key stakeholders and build deep collaborative partnerships.
- Ability to build highly effective and trusting relationships with various stakeholders including local authorities, volunteers, government and healthcare organisations.
- Astute business and financial acumen, able to successfully manage local authority funded contracts and externally funded projects; able to deliver at pace, manage risk and reach sound financial judgements.

Knowledge & experience

- Minimum of 3 years' experience working as a Chief Executive Officer, or equivalent.
- Desirable: Experience of policy and procedure development and implementation.
- Desirable: Knowledge of safeguarding and data protection.
- Desirable: Minimum of 3 years in a senior management role within social care, health, employment, housing, welfare benefits or education and a successful track record of working for people who have a disability and/or a neurological condition or other vulnerable adults.
- Desirable: Experience of successfully managing local authority funded contracts and externally funded projects.

Personal attributes

- Strategic.
- Dynamic and driven.
- Confident and approachable.
- Decisive and ready to take difficult decisions when required.
- Creative and entrepreneurial.
- Committed to equal opportunities for all.
- Empathic, kind and sensitive to the needs of those around them.
- Highly organised.
- High levels of integrity and transparency.
- Logical thinker.
- Diplomatic and tactful.
- Desirable: Keen interest in technological developments.

Other

- Commitment to the mission and values of The Brain Charity.
- Degree of flexibility, including occasional travel as needed to support business priorities.



Terms of Appointment

Job title:	Chief Executive Officer
Salary:	Circa £65,000 + 10% company pension on successful completion of probation
Contract	Permanent
Location:	The Brain Charity, Norton Street, Liverpool, L3 8LR
Accountable to:	The Brain Charity Board of Trustees
Hours:	Full-time – 37.5 hours per week (Some evening and weekend work required)
Holiday entitlement:	30 days plus bank holidays
Pension	10% company pension
Other benefits	Medicash, Employee Assistance Programme, free parking at our head office



How to Apply

If you would like to apply for the Chief Executive Officer role The Brain Charity, please send the following:

- An up-to-date CV outlining your employment history, academic and professional qualifications, and contact details
- A completed Registration Form
- A Supporting Statement (no more than 2 x A4 pages), which:
 - Demonstrates how you meet the criteria outlined in the Person Specification
 - Explains your interest in becoming the Chief Executive Officer of The Brain

Please submit your completed application to **executive@harrishill.co.uk** to arrive by **9am on Monday 10th November 2025**.

Timeline

- **9am, Monday 10th November**
Applications close
- **Week commencing 17th November**
Shortlisting meeting
- **Week commencing 24th November**
First-stage interviews - remote
- **Week commencing 1st December**
Second-stage interviews – in person

Please state in your application if you have any commitments during the interview period that may coincide with these dates, or if you require any special provisions should you be called forward for interview. For any queries or to arrange a confidential conversation, please contact **Jenny Hills at Harris Hill** (executive@harrishill.co.uk) with your availability.

Advertisement

Chief Executive Officer - The Brain Charity

Location: Liverpool-based - occasional travel across Merseyside and the UK

Salary: circa £65,000 (+ 10% company pension on successful completion of probation)

Contract: permanent, full-time

Are you ready to lead a values-driven charity that supports people affected by neurological conditions and their families across Merseyside and nationally?

The Brain Charity is a Liverpool-based national charity supporting adults, children and their families affected by any of more than 600 neurological and related conditions. Since our roots in Merseyside community neurology (1992) we have grown a centre-based offer, hospital liaison roles and a national information, training and support service - from practical welfare and legal advice, counselling and rehabilitation (Neuro Gym) to peer connection via The Brain Food Café and employer/school training. We put lived experience, co-production and neuro-inclusive practice at the heart of everything we do.

As our next Chief Executive, you will:

- **Strategic leadership:** Develop and deliver a 5-year strategy and an operational plan with clear priorities that secures the charity's long-term impact and sustainable growth.
- **Values leadership:** Model and embed the charity's person-centred, inclusive and co-productive values across services and culture.
- **Growth & income diversification:** Lead development of diverse income streams - fundraising, legacies and commercial activity - to strengthen financial resilience.
- **Partnerships & advocacy:** Strengthen senior relationships with NHS partners, local authorities, commissioners and wider stakeholders; amplify the charity's voice in neuro-health and community settings.
- **Service quality & impact:** Embed rigorous outcome measurement, quality assurance and contract compliance so our impact drives commissioning and service development.
- **People leadership:** Stabilise staff morale, lead and develop a high-performing Senior Leadership Team, and promote wellbeing and inclusive working practices.
- **Governance & financial stewardship:** Provide timely, high-quality reporting to the Board; oversee budgeting, forecasting and risk management to safeguard financial sustainability.

Who you are:

- An experienced Chief Executive or senior director with a minimum of three years' experience at CEO or equivalent level.
- Proven track record of winning and managing commissioned contracts and delivering against local authority or health contracts.
- Skilled at building strategic partnerships and commanding credibility with senior stakeholders across health, local government and the voluntary sector.
- Confident at leading turnaround and financial sustainability work - experienced in budgeting, forecasting and making difficult decisions when needed.
- A values-led, collaborative leader with high emotional intelligence, resilience and a commitment to co-production and inclusion.

Why The Brain Charity?

- Lead a respected, person-centred organisation with a unique, wide-ranging offer across advice, emotional support, rehabilitation, social connection and national training.
- A high-impact role where you can stabilise the organisation, professionalise fundraising and scale services strategically.
- Liverpool-based centre with hybrid working and national reach - a chance to influence neuro-health practice and commissioning across the UK.

If you would like **to receive an Information Pack for this role with details on how to apply, please send an expression of interest** and (optional but appreciated) a CV or professional profile **in confidence to our consultant, Jenny Hills at executive@harrishill.co.uk**. For an informal and confidential conversation about this position, please contact Jenny at the above address with suitable times to speak.

Closing date for applications: 9am, Monday 10th November 2025

As leading charity recruitment specialists and a certified B Corp, Harris Hill is committed to high and ever-improving standards of equitable and inclusive recruitment. We actively welcome applications from all sections of the community regardless of age, disability, gender, race, religion, sexuality and other protected characteristics.



29 years' expertise in
charity recruitment

1,000+ placements
per year

8 years average
staff tenure

600+ charity clients
per year

20 specialist
consultants

4.8 stars from 200+
Google reviews

SPECIALISMS

chief executives & directors • data management • fundraising • finance
human resources • marketing, pr & digital • operations, admin & support
policy, advocacy & campaigns • projects & programmes • temporary & interim



020 7820 7300



info@harrishill.co.uk



www.harrishill.co.uk

bringing *remarkable* people together



REC

Corporate
Member

HarrisHill
charity recruitment specialists