



**sia** spinal  
injuries  
association  
for life after spinal cord injury



# SPINAL INJURIES ASSOCIATION

Head of Enterprise

Dear candidate,

Thank you for your interest in joining this special charity with its vital role and unique culture. I hope that you find the following information useful in supporting your decision to apply.

The Spinal Injuries Association is committed to a singular vision: a fulfilled life for everyone affected by spinal cord injury. Everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else. Our work in campaigning, education and support is based on the personal experiences of our members.

SIA is the leading national charity supporting individuals who sustain damage to the spinal cord resulting in paralysis. We are a passionate organisation providing high impact, quality services for spinal cord injured people and their families.

Being a user-led organisation is important to us; as well as our 12,000 members and growing, just under half of our staff and 90% of our trustees live with spinal cord injury.

You will be joining the charity at a pivotal time in our development journey. Our passionate team are driving forward ambitious plans to be a true association for all, to build on our success and achieve greater impact, and this new post will play a critical role in achieving our ambitions. We hope that this role inspires you and look forward to receiving your application.



**Nik Hartley OBE**  
CEO, Spinal Injuries Association

# About us

SIA is the expert voice and leading source of information and advice for people with spinal cord injury (SCI). For over 45 years, we've been supporting spinal cord injured (SCI) people and representing the wider SCI community to government and other decision makers. Our work in campaigning, education and support is based on the personal experiences of our members.

Our membership continues to grow and we represent more than 12,000 people.

Our belief is that everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else's. These beliefs have informed the development of our strategic plan: [SIA Website](#), [SIA Strategic Plan](#) and [Annual Report 2019/20](#).

SIA's vision is a fulfilled life for everyone affected by spinal cord injury. SIA's purpose is to support all those affected by spinal cord injury by advising, educating and campaigning on their behalf.

In the past two years we have been redoubling our efforts, through an exciting new framework that has the potential to make this vision a real possibility, by developing an association model that can:

- Serve the immediate and long-term needs of all people affected by a spinal cord injury
- Challenge all the barriers to accessing quality services and the means to achieving a fulfilled life

We have therefore committed to expand, diversify and be an Association, not just of individuals, but of organisations

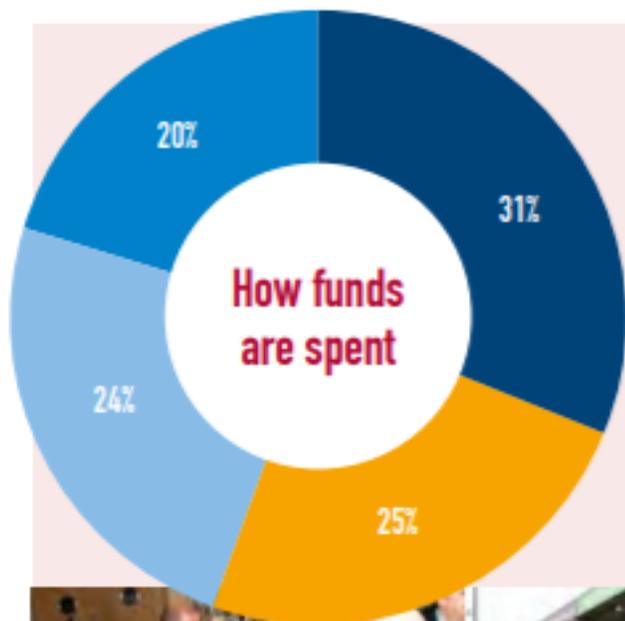
To achieve this, we have begun to build a support-network of trusted partners in each region and on-line, available to everyone affected by a spinal cord injury

We have been shifting our modus operandi from a 'delivery-at' approach, to one based on engagement, enabling and network building in all our services, in all our advocacy, and in all our digital communications channels.

Our headquarters is SIA House in Milton Keynes and we currently employ circa 55 staff across the UK.

# WHAT WE DO

*with our money*

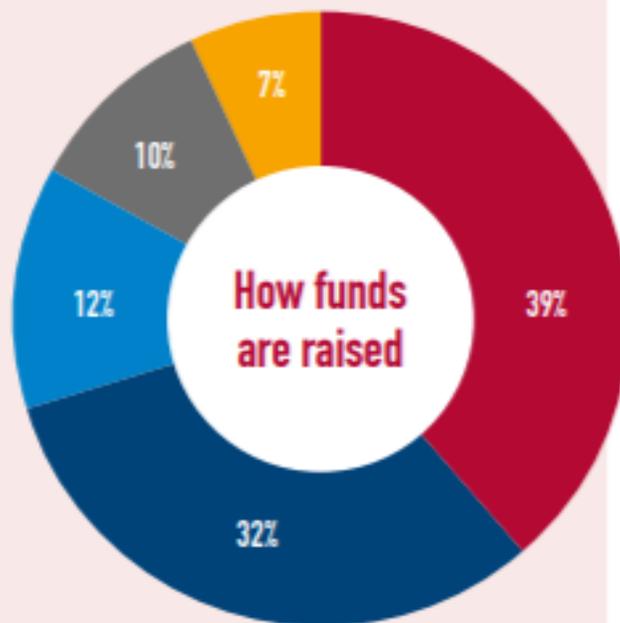


• Support Network	£690,705
• Information and Advice	£445,482
• Advocacy and Representation	£529,554
• Cost of raising funds	£539,167
	<b>£2,204,908</b>



**75% of our expenditure was directly related to our programmatic work.**

• Donations & Legacies	£1,181,338
• Grants	£375,756
• Sponsorships & Corporate Membership	£293,125
• Education, Training, Publications	£195,044
• Other income incl. fundraising events and our social enterprise	£953,008
	<b>£2,998,271</b>



# **Change lives, grow a business and join an outstanding team.**

We're looking for an extraordinary person to make the most of a remarkable opportunity: to transform the lives of spinal cord injured people through developing SIA's social enterprises as part of its sister company SIA Enterprises Limited

SIA Enterprises already runs two joint ventures – SIA Case Management and SIA Healthcare – which serve the spinal cord injured community across the UK with healthcare and case management needs while bringing in revenue in excess of £300,000 p.a. for the charity. Both have the potential to significantly expand and diversify.

- SIA Healthcare is a partnership between SIA and Bullen, one of the UK's leading home delivery companies for Stoma, Urology and pharmaceutical and lifestyle needs of spinal cord injured people. SIA Healthcare was built on a long-standing relationship to establish an industry-leading service. Focused on ensuring people with spinal cord injuries have a dedicated point of contact to ensure a smooth service with one point of contact
- SIA Case Management is a partnership between SIA and Bush & Co to provide assessment, case management and expert witness services to spinal cord injured people. It is focused on ensuring people with spinal cord injuries who have a legal settlement receive the care and support they need to enable them to lead a fulfilled life
- We also have a charity shop based in Leicestershire (run by CES UK) which currently generates circa £50,000 income per annum which will sit within the Enterprise portfolio
- We now have plans for expansion into new joint ventures and enterprises that will assist SIA to continue to support its rapidly growing network of over 11,000 members. These are at varying stages of consideration and our new Head of Enterprise role will lead on the development and finalisation of these, whilst also looking for new opportunities

# The role

Our Head of Enterprise will sit on the Senior Leadership Team reporting directly to our Chief Executive and the SIA Enterprise Board.

We are looking for an entrepreneurial, enterprising, business focussed leader someone who shares our passion for SIA's vision and mission, who will bring a proven track record in growing a business and increasing revenue streams for charities and/or social businesses, to help us achieve our ambitions.

The core purposes of this role are to increase revenue into the charity, and to enable us to diversify and increase the breath of the services delivered on behalf of our community. We are determined to ensure that spinal cord injured people and their families can easily access vital services and support of the highest quality.

The key aspects of this role include:

- Increasing the revenue from our existing social enterprises and joint ventures
- Leading on the development, finalisation and roll out of new social enterprises
- Research and planning for the second phase of social enterprises and joint ventures
- Working across the programmes, teams and membership to identify need and develop social enterprises and businesses which will support the delivery of our core business
- Working with our Investments & Partnerships team to:
- Increase and diversify revenue for SIA
- Collaborate with them to develop and deliver a corporate partnership model regionally and nationally

# Role Requirements & Person Specification

<b>Job Title:</b>	<b>Head of Enterprise</b>
<b>Reporting to:</b> <b>Enterprises</b>	<b>CEO, SIA, as well as to the Board of SIA</b>
<b>Contract Term:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Based at SIA House, Milton Keynes</b> <i>(flexible arrangements considered)</i>
<b>Salary:</b>	<b>£40,000 p.a.</b>

## Role Requirements

- Report to our CEO and Non-Executive Directors on the SIA Enterprise Board
- As a member of our SLT, contributing to management, growth & strategic opportunities
- Set business priorities and exemplify standards and behaviours required to support a strong values-based culture within the organisation
- Develop and implement commercial and income strategies to strengthen SIA's overall business model and financial position with the aim of building on existing income streams and identifying new sources of finance to support the charity's impact and delivery of support and services
- Lead the development of new funding opportunities informed by research, learning and operational practice within the organisation, working closely with the SIA Enterprise Board to develop a cross cutting culture of insight-led innovation
- Identify business and partnership opportunities with existing and new partners, identifying joint commercial / impact benefits
- Source external business opportunities including leading on responses to all tender opportunities
- Take the lead with partner and joint venture representatives, ensuring regular review meetings with existing and new enterprises
- Leadership and management of staff working within the enterprises, leading on the creation of new roles as they develop, leading the recruitment, providing direct supervision, management and ongoing development opportunities

## Person Specification

### Essential

- Experience of leading the growth of projects and businesses, from concept to launch and delivery
- A commercial and results-driven mindset evidenced by proven success of developing and managing significant income generating partnerships and achieving substantial income growth
- Strong evidence of knowledge of commercial business modelling and business case development
- Evidence of ability to understand customer needs and use them to innovate and generate new business ideas
- A natural talent for building relationships with a variety of stakeholders to produce excellent results
- Excellent communication, interpersonal, negotiating and influencing skills – both written and verbal
- Ability to produce accurate and detailed reporting, including analytical
- Experience of working directly with non-executive Boards and contributing as part of a senior level management team
- Shares the values and passion of the charity and is both self-driven and a team-player
- Willing to travel within the UK from time to time

### Desirable

- Experience of working with both private and charitable sector organisations
- Existing network of contacts and potential partner organisations
- Knowledge/experience of the lived experience of people with spinal cord injury
- Degree level qualification or above in business-related disciplines



# SIA Information

## Senior Leadership Team



**Nik Hartley OBE**  
chief executive



**Svetla Stallwood**  
head of finance  
and operation



**Anna Saunders**  
head of  
investments  
and partnerships



**Kathryn Hill**  
interim director of  
programmes



**Jamie Rhind**  
head of services



**Dan Burden**  
head of advocacy  
and campaigns

## SIA Enterprise Board Chair



**Faisal Hussain**

## Non Exec Board



**Mark Henderson**



**Chris Keogh**



**Ron Dunning**



**Dr Rupert Earl**



**Danielle Barney,**  
Bridge McFarland  
LLP

## Ex Officio



**Nik Hartley OBE**  
chief executive

# Terms of Employment

This is a permanent, full time position.

- Annual Leave: 25 days annual leave per leave year increasing to 28 days after three years' service and to 30 days after five years' service.
- Access to Group Pension scheme (6% employer contribution)
- Access to Group Life Assurance scheme on commencement of employment and Employee Assistance
- Free car parking (if office-based)

## Appointment Process

For a confidential conversation about this role, please contact our recruitment partner Anna Jay MD of Public Leaders Appointments.

In order to apply, please submit a copy of your CV and cover letter (no more than 3 sides) with reference 'SIA' to;

**[anna@publicleadersappointments.com](mailto:anna@publicleadersappointments.com)**

Please also complete the attached Equalities and Diversity Monitoring Form.

*(Please include details of 2 professional referees – they will not be approached without your prior consent.)*

## Timetable

- Closing date for applications: 17 June 2021 (midday)
- Initial Interviews: 24/25 June 2021 (ZOOM)
- Assessments: w/c 5 July 2021 (online)
- Final Interviews: w/c 12 July 2021 (SIA House, Milton Keynes)