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BRIEFING PACK

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DIRECTOR OF FINANCE



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CONTENTS

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Welcome from our Chief Executive, Sherine Wheeler .....	3
About Fire Fighters Charity .....	4
Our Strategic Plan .....	5
Our Values and Behaviours .....	6
Director of Finance Role .....	7
Contract and Benefits.....	10
How to apply.....	11

## Welcome



Thank you for your interest in the role of Director of Finance.

For more than 80 years, Fire Fighters Charity has stood side-by-side with the UK's fire and rescue services community, as a trusted source of support through tough times, an independent shoulder to lean on and an enabler for positive health and wellbeing change.

While our core ethos remains the same today as it was when we were founded in 1943 – to help members of the fire and rescue services community to live healthier and happier lives – our organisation has evolved over the decades.

Today we support over 10,000 people a year. Through delivery of specialist residential programmes from three dedicated centres, online consultations through our digital platforms, and by operating within local communities and working hand-in-glove with fire and rescue services, we deliver a range of high-quality health and wellbeing services.

With this solid foundation, we are ambitious to grow our reach and deepen our impact, through our new strategic plan 2024/25 – 2026/27 and beyond. Over the next few years, we are focused on further developing and improving our services, increasing and diversifying our income, building further engagement, relationships and partnerships, and improving our ways of working.

Across our c200 colleagues, including a talented team of healthcare professionals, together with the support of a dedicated volunteer network across the UK, we are determined to be there for those who need our care and support.

Our new Director of Finance will be joining Fire Fighters Charity during an important time of transition, reporting to our new Chief Executive. You will be a member of a collaborative and developing senior leadership team in a strategically focused role which includes working closely with the Board of Trustees, a committed and long-serving Finance team, colleagues across the organisation and external partners. Your commercial acumen, strategic and risk-based approach and inclusive leadership style will be a hugely important part of our success.

Thank you for your interest in joining Fire Fighters Charity. I hope this role and opportunity excites you and encourages you to join us in ensuring members of the fire and rescue services community can live healthier and happier lives.

A handwritten signature in black ink, appearing to read 'Sherine Wheeler'.

**Sherine Wheeler**  
Chief Executive  
June 2024



## About The Fire Fighters Charity

Since 1943, when the then Fire Service National Benevolent Fund helped bereaved families of firefighters killed during the Blitz, we've been side-by-side with the fire services community. We've evolved over the decades, but our ethos has remained the same: to ensure that we provide whatever support is needed for fire service personnel and their families, helping them through whatever life's challenges may be.

It is important to recognise that the Fire Fighters Charity is a population specific charity – it is not 'condition or issue specific'. Our roots as a benevolent organisation remain at the core of our values, of how we work and how we support our wide-ranging beneficiaries, who are united by their connection with a fire and rescue service.

We work closely with all the UK Fire and Rescue Services, providing high quality support, working in partnership to improve health and wellbeing, supporting physical, mental, and social health. Our support is available from the moment of joining the fire and rescue service throughout careers, into retirement and beyond. As key workers our fire services community are subject to many challenges and the Fire Fighters Charity provides a wide range of support to the workforce and their dependants.

Today, we make a difference to the lives of over 10,000 people a year, delivering preventative health and wellbeing advice and information – through a diverse range of online tools and in-person coaching – as well as physical and mental health support services for those with an identified need.

We also provide a diverse range of specialist programmes to support families and children; Living Well Groups, bringing people together on a regular basis and our befriending service, both of these support our retired population and help to tackle social isolation and loneliness; while our welfare team provides financial assistance when its required, as well as supporting individuals with essentials such as home adaptations.

We want to reach as far into the fire services community as we possibly can, so that all our eligible beneficiaries can benefit from the services that are available to them, including those within hard-to-reach groups such as on-call personnel, our retired community, and dependants.

By investing in innovative new digital technologies; the development of community-based initiatives; the sharing of health and wellbeing content and resources; close partnership working with fire and rescue services and organisations which share our goals; and campaigns to raise awareness, we are confident that we can positively, and sustainably, impact the lives of every member of the UK's deserving fire family.

We are a strong organisation; with great opportunity to really make a difference to the health and wellbeing of our beneficiaries; We are resilient, and our resilience has seen us and will continue to see us through challenging periods.

For further information about Fire Fighters Charity please visit our website [www.firefighterscharity.org.uk](http://www.firefighterscharity.org.uk)





## Our Strategic Plan

It is an exciting time for our Charity. Despite the challenges of working through a pandemic and the implications of the increased cost of living, we have successfully completed the first four years of our strategic plan for 2020-2025. Circumstance has enabled us to progress more quickly with our transformative change programme, and this year 2023-24, we are now closing our 2020-2025 plan one year early.

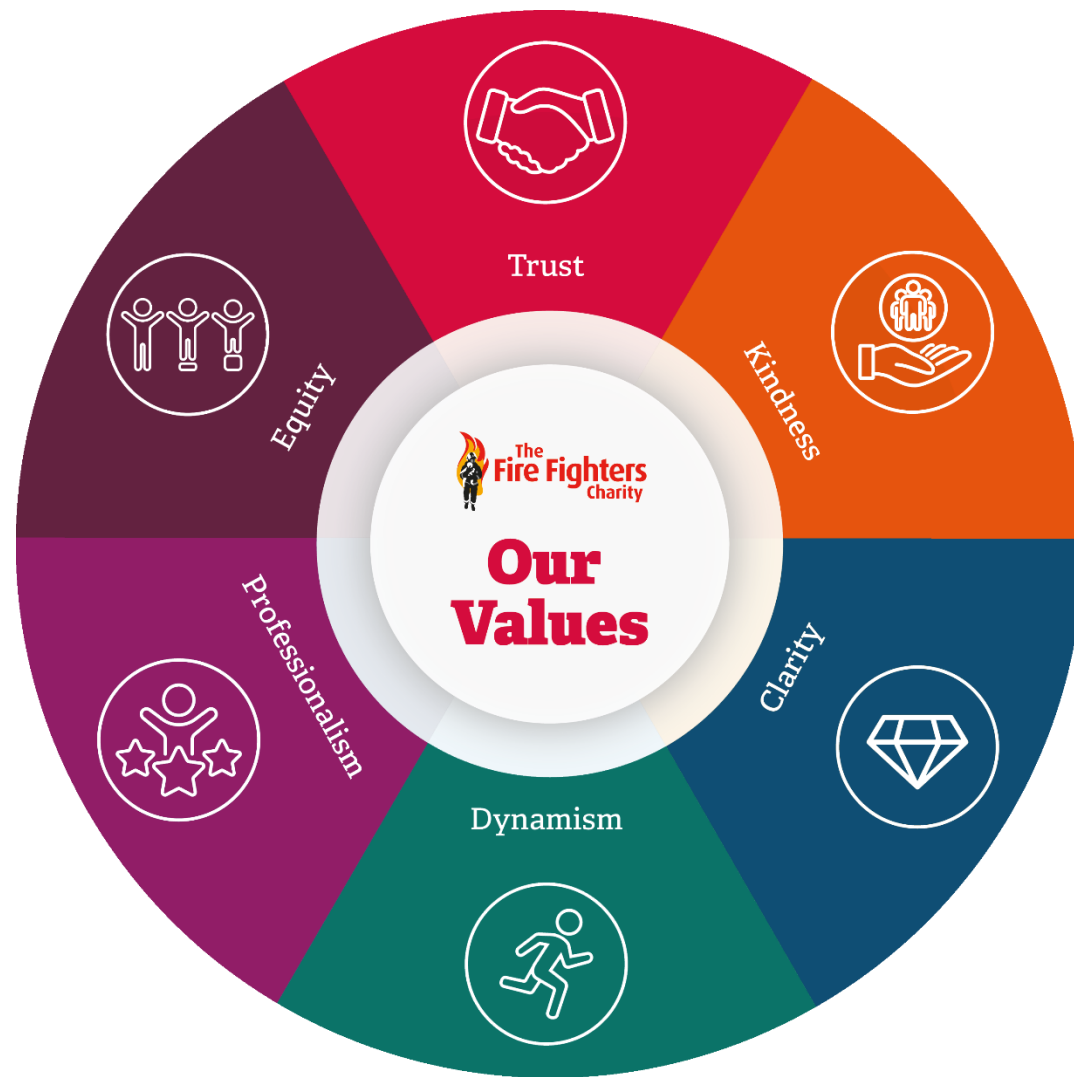
We have engaged with more of our beneficiaries and stakeholders, our services continue to be fit for purpose, evidence based and even more relevant in this changing world. We are currently working on the development of our next 3-year strategy to be signed off by our Board of Trustees to begin in April 2024.

Our current strategic plan has seen our Charity move forward into proactive support delivering health promotion, developing health literacy, and preventing poor well-being, actively engaging in digital health support, and developing our evidence base, whilst retaining our longstanding and highly valued face to face support, delivered in our 3 centres, in response to health needs and supporting recovery.

Our new plan builds on the successes achieved in the current and focuses on the following key themes to continue to build a healthy future for our Charity and for our beneficiaries.

- Improving health and wellbeing, reaching more of our beneficiaries, with a clear focus on prevention.
- Using our unique fire family knowledge and expertise.
- Increasing awareness of who we are and what we do through digitisation and business intelligence.
- Knowing that we are doing our best.
- Increase and diversify our revenue streams to ensure a sustainable budget to deliver on current and future service requirements.

Our income is solely from voluntary donations, and as with all charities, we have been challenged by both the impact of the pandemic and the cost of living and their impact on our ability to fundraise. Income challenges remain and there is more work to be done to develop and diversify our income portfolio, along with ensuring an acceptable return on investment for all our activities.



Our values reflect who we want to be and how we do things. At our Charity we all take a personal responsibility to remain credible, genuine and consistent to these values. These six values are our foundation and support our vision and ambition for the future.



Equity

**Equity**

- Fairness – we treat each other fairly and create a socially just organisation.
- Inclusive – we create an environment where each individual can be their unique self.
- Value – we value one another and ourselves.



Trust

**Trust**

- Integrity – we are truthful and honest and extend trust to all.
- Respect – we demonstrate respect for all and the contribution that we each make to the organisation.
- Openness – we are approachable, genuine and authentic. We seek and encourage engagement and feedback.



Clarity

**Clarity**

- Purpose – we are united and clear in our vision and our purpose. We know where we fit and all work towards our common goals.
- Communication – we communicate in a relevant and appropriate way to keep all our stakeholders informed and engaged. We actively listen and hear to give everyone a voice.
- Shared Values – we are clear what is expected of us and how we deliver. We live and uphold our shared values and behaviours.



Professionalism

**Professionalism**

- Proud – we take pride in who we are and everything we do.
- Deliver – we strive for excellence in all things and at all levels, both in service to others and to ourselves.
- Assured – we do the right thing, in the right way at the right time.



Kindness

**Kindness**

- Supportive – we support each other and all our stakeholders.
- Care – we create a positive environment for all.
- Appreciative – we recognise the value of every individual.



Dynamism

**Dynamism**

- Ambition – we motivate ourselves and each other to succeed and recognise success.
- Future Orientated – we greet each day with purpose, founded on an understanding of our future direction.
- Collaboration – we connect with teams and individuals, openly and frequently.



## Director of Finance

As a member of the Senior Leadership Team (SLT) to:

- Play a significant role in the overall leadership and management of the charity
- Provide strong strategic professional leadership for all aspects of financial management for the charity and its related entities.
- Provide expert strategic advice and financial modelling to inform our funding model, financial planning and key contracts and partnerships
- Lead the development and implementation of the organisational financial strategy and plan and ensure targeted engagement with key internal and external stakeholders
- Ensure robust internal systems of control, including financial controls and the legal and financial integrity of internal systems and procedures.
- Lead and develop the Finance team taking responsibility for controls, financial planning, budgeting and forecasting, financial analysis, tax and treasury, management and statutory financial reporting
- Provide decision making support and act as the key finance business partner to the Chief Executive and the rest of SLT
- Manage key relationships with trustees, Company Members and support the effective governance of the charity and its related entities.
- Manage significant financial transactions including strategic disposals and acquisitions as well as capital expenditure.
- Lead organisational risk management and assurance.
- Ensure the production of accurate, timely and relevant management information



## Accountabilities

### *Financial leadership and management*

- To provide professional advice and guidance on all financial matters.
- As a member of the Senior Leadership Team (SLT), to contribute to all discussions and decision-making processes that relate to the realisation of the organisational strategic plans.
- Lead the development and implementation of the financial strategy and plan for the charity.
- Co-ordinate the charity's overall budget activity including, KPIs, cash flow, management of the budget process and forecasts.
- To attend Board and Committee meetings as required, presenting reports and participating in debate.
- Devise, implement and maintain financial controls that comply with the requirements of the charity, legal and regulatory authorities ensuring an exemplary level of financial probity is maintained
- enable internal and external audits to be successfully completed with the minimum of delay and full preparation of year end accounts.
- To ensure that the necessary systems and processes are in place to provide all the necessary data (information and knowledge management), in the required formats, on which the efficiency and effectiveness of the organisation can be evaluated and developed.
- As a registered director of the trading subsidiary, ensure all financial systems, processes and reporting are implemented to a high standard
- Principal liaison with Investment Managers to agree KPIs, monitor performance and the linkages to financial analysis for any significant capital expenditure so that the impact of the proposed expenditure on the charity and its reserves policy is understood.
- To make a significant input into the leading and shaping of future capital developments.
- To agree, manage and monitor the directorate's annual budget, ensuring that all activities are delivered on time and within budget, devising relevant KPIs and taking appropriate corrective action where necessary.
- To lead the annual statutory audit and production of the statutory financial statements and tax returns.
- To support other SLT members with their reporting needs in respect of grantmakers, regulators and other bodies.

### *Risk and assurance*

- To lead corporate risk management and reporting for the charity and its related entities, aligned to key corporate risks.
- Work effectively with SLT and trustees to ensure effective risk mitigation and management.
- To lead the development and maintenance of the organisation's assurance framework.

### *Influencing and relationships*

- To maintain productive dialogue and relationships with trustees, Company Members and Life Patrons
- To build and maintain strong working relationships with staff cross-functionally and across levels of seniority, as well as with volunteers, to ensure their needs are understood and met by the postholder and the Finance team
- To report key strategic and operational information in impactful ways
- To regularly addressing a range of non-technical audiences to keep them abreast of the technical requirements of the team and to ensure effective internal systems of control
- Proactively maintaining open lines of communication with members of various teams in an effort to ensure
- To ensure external stakeholders including investment managers, auditors and other suppliers provide value for money and optimise terms for the charity and its related entities

### **Key relationships**

- Chief Executive
- Senior Leadership Team
- Trustees
- Head of Finance & Business Intelligence, Finance Manager and Finance team
- The post holder will manage key relationships with the organisation's appointed banks, auditors, investment company, insurance brokers, suppliers as well as statutory and regulatory bodies as appropriate.

The post holder will work across functional teams and seniority levels of the organisation to inspire, design, lead, and ensure effective delivery of strategic and operational goals across





## Person Specification

### Knowledge, educational and professional qualifications:

- Educated to degree level
- ACA, ACCA or other CCAB qualification
- Knowledge of charity accounting
- Understanding of SORP 2015 and FRS 102
- Understanding of UK company law
- Knowledge of tools, including those for planning, estimation, stakeholder management, issue, risk and benefits management

### Experience

- Experience of charity or not-for-profit financial management and accounting, including fund accounting, Gift Aid and partial VAT exemption for charities
- Line management; leading and overseeing a demonstrably successful, vibrant team
- Analysing data, parsing complex information and providing insights
- Experience of working with senior stakeholders, including trustees, to understand requirements
- Defining, monitoring and evaluating enterprise-wide financial performance
- Designing, managing and delivering highly complex solutions to ambiguous and sometimes contentious issues
- Operational management including knowledge of HR practice, people and budgetary management
- Influencing and holding senior colleagues to account
- Experience of delivering highly complex strategic programmes

### Skills & abilities

- Commercial acumen and financially literate
- Strong financial modelling and analysis skills
- Ability to think strategically (keeping things in perspective, viewing the wider context, making the links)
- Possessing highly developed analytical, judgement and problem-solving skills to interpret and evaluate complex, dynamic and sometimes ambiguous situations and information
- Ability to engage a range of stakeholders and communicate strategies, policies, procedures, plans and other organisational information to a variety of audiences in a style relevant and accessible to each
- Able to make judgments, take qualified risks and make decisions with confidence, taking responsibility for the outcomes
- Strong consultative, listening and communication skills with the ability to adapt to a diverse range of people and staff across levels of seniority, being assertive when required
- Able to work well collaboratively and in a team as well as autonomously and independently
- Logical, practical and structured approach to manage competing priorities and manage tight deadlines
- Strong project-related skills including the ability to set, monitor, evaluate, communicate and base action on meaningful metrics;
- Advanced Excel skills and skilled in all MS Office packages (especially Outlook, Word, Excel, PowerPoint)



## Contract and Benefits

**Job Title:** Director of Finance

**Reports to:** Chair of the Board of Trustees

**Contract:** Permanent, part time (0.8 FTE) or full time (1.0 FTE). Full time working hours are 37.5 hours a week. Due to the nature of the role some commitments may take place outside of the normal working day.

**Pension:** Our Charity operates a Group Personal Pension Scheme. Our Charity contributes 8% of salary. Personal contributions through a salary sacrifice arrangement can be requested.

**Work Base:** Homebased with travel to one of our centres (Cumbria/Devon/West Sussex) or Basingstoke office or London expected *at least* once per week.

**Annual Leave:** 30 days plus bank holidays.

**Pension:** Our charity operates a Group Personal Pension Scheme with an 8% contribution of salary. Personal contributions through a salary sacrifice arrangement can be requested.

**Life Assurance:** 3 times basic salary, on death, payable to nominated individuals whilst employed by the Charity.

**Employee Assistance Programme:** A free 24hr confidential helpline which provides signposting, advice and guidance on a range of personal issues. If required telephone or face to face counselling is available.

**My Benefits at Work:** A portal that provides information and guidance on a range of financial and health and wellbeing matters.

**Headspace:** Access to the Headspace App which is a science-backed meditation and mindfulness tool which has hundreds of meditation and sleep exercises to support wellbeing.

**Healthcare:** A discounted health cash plan is available whereby employees can pay a monthly premium and then claim cash back for treatments.



## How to Apply

If you wish to be considered for this role, please click [here](#) to upload your curriculum vitae, together with a covering statement which should address your motivation for wanting to be our new Director of Finance. Please include specific examples of what you have personally been responsible for and achieved and how that demonstrates you meet the requirements of the role and person specification. Please include your address and contact details.

To confidentially discuss the role in further detail please contact:

Laurence Wolahan, Hays Executive  
Mobile: 07985 443 826  
Email: [Laurence.wolahan@hays.com](mailto:Laurence.wolahan@hays.com)

or

Alfie Withers, Hays Executive  
Mobile: 07804 093 259  
Email: [alfie.withers@hays.com](mailto:alfie.withers@hays.com)

In order to assess the success of our Equal Opportunities in Employment Policy please complete our Recruitment Monitoring Form. All information will be treated in confidence and will not be seen by anyone directly involved in the appointment to these roles. To access the form, [click here](#).

*Our approach to inclusion is about creating an environment where all involved can be authentic in an inclusive environment. From cultivating a culture where everyone can be their unique self to deploying inclusive initiatives that support all, we're committed to doing what it takes to build a socially just organisation.*

**Closing date for applications:** Midnight, Sunday 30<sup>th</sup> June 2024

**Interview date:** 19<sup>th</sup> July 2024

**Interview location:** London Area

## Data Protection Act 2022

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those directly involved in dealing with your application and in the recruitment process. Once this process is completed the data relating to unsuccessful applicants will be stored for a maximum of one year and then confidentially destroyed.

If you are successful, your application form will be retained and form the basis of your personal record.

Information provided by you in the Recruitment Monitoring Form will be used to monitor Fire Fighters Charity's policy on equal opportunities in employment.

Please see our [privacy policy](#) for further information.

