

Introduction

Welcome, Thank you for your interest in the role of Director of Health and Care at the British Red Cross. We are thrilled that you are considering joining our team. This role is a pivotal position within our organisation, overseeing financial and operational planning across the British Red Cross.

Our history spans over 150 years, and while we are proud of our heritage, our focus remains firmly on the present and the future. We are committed to supporting people in crisis, both in the UK and around the world. As Director of Health and Care, you will play a strategic role within our leadership team, working closely with frontline teams across the UK and our senior leaders to shape our health and care services and ensure we are delivering effectively on our mission.

Health and Care is one of our three cause areas in the UK. We support people to live safely at home and manage their conditions. We recognise that people experience different challenges and that structural inequalities impact on access to care and ability to recover after a health crisis. Our work provides wrap around care to give extra support to meet all these challenges.

Working for the British Red Cross is not just a job—it's a chance to be part of something deeply meaningful. The impact of our work is visible in the lives of the people we help every day, from providing emergency relief in the aftermath of disasters to offering a listening ear during someone's most difficult moments. You will have the chance to contribute to an organisation that places kindness and humanity at its core. The rewards of working here go beyond professional achievement; it's about knowing that your skills are contributing to a global mission that saves lives, supports vulnerable communities, and builds resilience. At the British Red Cross, we value a culture of integrity, inclusivity, and compassion. We are dedicated to building an environment that respects diversity and fosters equality, where everyone can bring their authentic selves to work. You will be joining a team that is passionate about creating positive change and supporting people in their moments of greatest need. We look forward to engaging with you in the application process and hope you find this opportunity as exciting and rewarding as we do.

For the last 150 years, we have put kindness into action. The British Red Cross has been helping millions of people in the UK and around the world get the support they need when crisis strikes. Our organisation was born out of a desire to bring help without discrimination. Impartiality and neutrality have been central values for the Red Cross since we started, and they remain at the core of who we are today. We are the UK branch of the global humanitarian network, the International Red Cross and Red Crescent Movement. Since our founding in 1870, we have grown into a registered charity with over 17,200 volunteers and over 3,400 staff members.

At the British Red Cross, we are looking for the best people to help us provide support to millions of people affected by crisis in the UK and beyond. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone—regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. Diversity is something we celebrate, and we want you to bring your authentic self to the Red Cross. Our mission is to mobilise the power of humanity so individuals and communities can prepare for, face, and recover from crises. This mission is captured in our guiding principle of 'refusing to ignore people in crisis,' The image features two hands, one blue and one red, forming the shape of a heart. Inside the heart is the text "Kindness will keep us together."

Our Values and Principles

Our mission is to mobilise the power of humanity so individuals and communities can prepare for, face, and recover from crises. This mission is captured in our guiding principle of 'refusing to ignore people in crisis,'

Our volunteers and staff are committed to upholding the seven fundamental principles of the International Red Cross and Red Crescent Movement. We aim to create an inclusive environment where you feel valued and empowered to help us spread the power of kindness. We are dedicated to maintaining a culture of integrity and accountability. Misconduct of any kind, including sexual harassment, exploitation, or abuse, is not tolerated within the British Red Cross. We have a strict code of conduct in place to ensure that situations of abuse are quickly investigated and dealt with effectively. Our work is made possible thanks to our dedicated team and supporters. We believe in kindness, inclusivity, and the power of humanity, and we invite you to be part of a team that truly makes a difference. The British Red Cross, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949) and Scotland (SC037738). Together, we are the world's emergency responders.



Director of Health and Care

Job Level	Level 7 (Director)	Salary Range	100- 110k
Directorate	UK Operations	Work location	Flexible
Contract	Permanent	Reports to	Executive Director of UK Operations

Scale and scope of role

Direct reports	9	Indirect reports	Up to 1000
Budgetary responsibility / accountability	Approx. circa £35m+	Accountability for other resources	Dependent on programme
Reach and impact	Leading the delivery of Health and Care services across UK positioning our work to give the maximum support to people in crisis alongside the NHS.		

Context

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts.

Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills.

We are part of the global Red Cross and Red Crescent humanitarian network and respond to people in crisis.

Our principles and values

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Directorate overview

In the UK, our volunteers and staff support people in crisis through three pillars of work, Health and Care, Disasters and Emergencies and Displacement and Migration. These three pillars are aligned to

the three causes within our 2030 strategy outlining the impact that we make across services within the UK. Our services in around 130 contracts with health and social care, the largest refugee support service in the community and what we are most well-known for – our Crisis and Emergency response services.

In addition, our Insight and Improvement (I&I) team supports the work of the UK Operations directorate, using a range of data to drive insight and improvement.

Health and Care team

The Health and Care team are our largest service at British Red Cross providing support to people in crisis across our four nations. We support people at home

Our new strategy creates the opportunity to develop a more integrated and focused approach to local needs – addressing prevention and access to health and social care in equal measure. The director will be instrumental in shaping the future delivery of our service portfolio, proactively co-designing new offers and new ways of working with colleagues, as part of a cross-functional approach to service design and delivery.

As lead director you will be curious about exploiting technology as part of user-centred innovation as well as how to build strong, dispersed multi-disciplinary teams within localities. A strong strategic focus is a critical characteristic of this role, but there will be operational delivery aspects to be overseen too, including supporting communities at times of local emergency and impactful events

A commitment to creating a positive working environment where equality and diversity are well managed and dignity at work is upheld will be a key feature of your leadership style.

The Director is also a member of the Strategic Leadership Team - a cross-directorate collective of directors - with corporate responsibility for delivering and developing our vision and mission.

Purpose of the role

This is a key strategic leadership role for British Red Cross - delivering against one of our three strategic causes –brokering development of our overall capability in community preparedness and delivering real improvements in preparedness, response and recovery, at scale.

Main responsibilities

Shaping strategy and strategic oversight

- Co-develop and lead health and social care strategy, including developing a cause-related approach to funding.
- Lead and implement strategic (and operational) changes to the delivery of sustainable services that meet the needs of users, partners and funders.
- Oversee the operational design, pilot, mobilisation and integration of new services into the integrated service delivery structure.

- Work seamlessly across organisational boundaries as a member of the senior leadership team to create collaborative, cross directorate teams that successfully deliver strategic priorities in target localities, ensuring a coherent approach across services, stakeholders and channel.
- Set a clear vision for the development of operational plans that ensure workable, affordable realisation of strategic priorities and reflect our Equality, Diversity and Inclusion ambitions.

Building capacity and cross functional capability

- Champion the development of service delivery, convening and influencing skills and capabilities across the national team.
- Manage performance and development – role-modelling good practice, and foster an inventive, responsible and generous team culture in which volunteers and staff can develop and equality and diversity principles are embedded and well-managed.
- Ensure appropriate levels of governance and control throughout delivery and oversee the quality assurance of service delivery

Leadership, influence and inclusion

- Provide expert insight and advice to the Trustee Board, Executive Team and other senior stakeholders when required, including on matters relating to service design, mobilisation, management and improvement.
- Deliver the equality, diversity and inclusion goals outlined in the accountability framework and be an ambassador for inclusive teams and services across British Red Cross

Engage and develop relationships with stakeholders, including volunteer leaders, staff and volunteers, as well as external partners, regulators and funders, building stakeholder confidence and acting as the 'public face' of service delivery.

Continuous Improvement

- Drive efficient and impactful delivery and continuous improvement, including robust cases for investment in service transformation or development that will improve the service provided to users.
- Implement best practice systems and processes, ensuring that the service draws on the latest thinking for better and more cost-effective delivery, and that BRC takes advantage of new developments within service delivery, and exploits the positive contribution of digital, technology and design.
- Accountable for ensuring alignment of our work with legal frameworks, national standards and evidence-based practice.
- Regular use of performance data to shape strategic direction and demonstrate positive outcomes for people in crisis.
- Collaborate with the Director for Crisis Response and Community Resilience to help develop and improve, over-arching frameworks and approaches to emergencies, both national and local.

Operational management

- Lead and support the professional development of teams, recruiting and resourcing effectively for maximum impact and inspiring teams to perform at their very best as they drive up improvement.
- Develop and deliver business plans set against an accurate budget and support financial efficiency and value for money.

Direct support to Executive Director of UK Operations

- To provide strategic advice to the Executive Director on a range of topics, and act as a sounding board for new concepts.
- To deputise for the Executive Director as required.

Effective working as a member of UK Operations Leadership Team

- To actively contribute to the wider work of the UKMT as part of a high-performing team.

Criminal Records Check

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> Yes – enhanced level
Scotland
> None
Northern Ireland
> None

Diversity

We are committed to being an inclusive employer with a diverse workforce. We encourage applications from people from the widest possible diversity of backgrounds, cultures and experiences – including disabled and ethnic minority candidates. This is to contribute to the breadth of experience we need to respond to people in crisis. You can read more about our commitment to diversity [on our website](#).

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
Knowledge	Essential ✓✓	<ul style="list-style-type: none"> > Educated to degree level or equivalent by experience > Knowledge of the Health and Social care sector > Knowledge of commissioning within health care 	S S/I S/I
	Desirable	<ul style="list-style-type: none"> > Higher degree in management or relevant field Knowledge of: <ul style="list-style-type: none"> > The government, statutory and voluntary sectors in health and social care 	S S/I

Behaviours	<p>Embeds a people in crisis focussed culture</p> <p>Creates people in crisis focused strategies and makes strategic decisions with people in crisis in mind</p> <p>Acts as a role model for engaging, empowering and acting with integrity towards people in crisis, communities and advocate</p> <p>Creates and maintains a diverse range of long standing, strategic, mutually beneficial partnerships</p> <p>Builds wide-reaching, diverse connections with a shared understanding of needs and goals</p> <p>Creates collective commitments to goals across a wide range of different partners</p> <p>Helps create joined-up collaborative solutions across partners</p> <p>Builds a shared and compelling sense of purpose across a range of partners</p> <p>Takes multiple steps to communicate and influence</p> <p>Influences others using compelling, well thought through arguments to build support and engagement</p> <p>Makes/conducts complex plans to generate exceptional results</p> <p>Delivers successful solutions to complex situations</p>	
Additional requirements	<p>Essential ✓✓</p> <ul style="list-style-type: none"> > Uphold the Fundamental Principles and act with integrity, in accordance with the Society's obligations and values (inclusive, compassionate, courageous, and dynamic). > Ensure anti-discriminatory practice and promote diversity > Ability to work and travel in the UK and at times overseas. 	I

In order to be shortlisted for interview, you need to meet the essential criteria as outlined above. N.B. All disabled candidates who meet the essential criteria (✓✓) will be short-listed for interview in line with our commitment to the Disability Confident Scheme