



Appointment of
Chief Executive Officer

June 2024 ZBONA

Saxton Bampfylde

**Your medical information.
On you. Keeping you safe.
Providing you with peace
of mind since 1964.**

“ When Jacob wears his MedicAlert it gives me peace of mind that in the unlikely event of a medical emergency MedicAlert are just a phone call away.”

- Eloise Clark
Jacob's mum





Introduction

The MedicAlert Foundation first launched in Turlock, California, in 1956. It has grown internationally, with nine locations as far spread as South Africa and Malaysia, to locations such as Iceland and Cyprus. As the pioneers of medical IDs, we remain the only charity provider of life-saving medical ID services worldwide.

Our History:

The MedicAlert Foundation first launched in Turlock, California, in 1956, before coming to the UK over 58 years ago. As the pioneers of medical IDs, we remain the only charity provider of life-saving medical ID services worldwide.

The MedicAlert Foundation has grown internationally, with nine locations as far spread as South Africa and Malaysia, to locations such as Iceland and Cyprus.

In 2024, we celebrate our 60th anniversary in the UK and Ireland.

MedicAlert UK now supports over 36,000 individuals to keep them safe in an emergency and provide them with peace of mind. Last year alone, our emergency line answered over 700 calls.

Today, MedicAlert UK are working hard to continue to:

- build strong partnerships with charities that support people with numerous health conditions
- maintain an education service for all emergency services and healthcare professionals
- drive awareness amongst the public, ensuring everyone understands the importance of checking for MedicAlert ID jewellery

MedicAlert UK is based in Buckinghamshire, with a production unit creating bespoke medical ID jewellery and a member services team including in-house Registered Nurses to support our 36,000 members.

We all want to pursue the things we love without worrying about our health. It's important to be able to join in socially and remain as active as possible, to support both your physical and mental health. Enjoy your hobbies and time with loved ones, whilst being confident that your MedicAlert ID is with you, wherever you go.

Our Vision

Better lives for people living with health concerns



During an emergency...
your vital information is made available when it is needed most.



Your ID is the key...
providing your crucial medical details and pointing to your full record.



Your full record...
is just a phone call away, 24/7, for those looking after you.



Accuracy saves lives...
you get the right treatment for your medical conditions, without delay.

Our Mission

To give people with health concerns peace of mind by providing medical information in an emergency.

Why MedicAlert is best in class:



Qualified Medical Professionals

Our in-house medical professionals are available to discuss member records. They review all medical information and prioritise the vital details to aid care in an emergency.

24/7
365 DAYS

Member Support & Emergency Line

In addition to our UK based member support team, we provide a 24/7 emergency phone line which is accessible from anywhere in the world.



Over 100 Languages & Dialects

We support emergency professionals all around the world. From Achol (Uganda) to Zyphe (Burma), vital information will be relayed via our translation service.



Advocacy

All members are able to nominate advocates to help them manage their record. This is particularly suitable for our younger, older and more vulnerable members.



Wallet Cards

In addition to a medical ID, many members choose to carry a wallet card containing more information, including doctors' details, which can be a useful additional safeguard.



Unlimited Record Updates

Members can update their record whenever and as often as they require via their online accounts, allowing their membership to remain up to date and accurate.

Job Description

Job Title: Chief Executive Officer

Responsible to: The Board

Responsible for: 3 Direct reports



The **PURPOSE OF THE POST** is to lead MedicAlert Foundation UK, in delivering accessibility and growing service delivery fit for the 21st Century and to ensure we support the greatest possible number of people who need our help. The incoming Chief Executive will lead the Charity in charting the best route to deliver our goals. We need an assured Chief Executive who shares our ambitions and values; someone who will match, and even exceed, the incredible energy that you will find among our staff and supporters in terms of excellent support and advocacy for our members and their loved ones.

Key Responsibilities and Duties

1. Leadership

- Provide persuasive, clear, coherent and motivational leadership of the organisation reflecting the values of MedicAlert Foundation.
- To be the external face of and ambassador for the charity.

2. Delivery

- Develop and implement change management programmes across the organisation, that include/integrate our commitment to equality, diversity, inclusion and belonging.
- Ensure the overall financial health of the organisation with appropriate control of approved budgets and a focus both on costs and diversifying income.
- Develop, consult on, agree and implement strategic priorities, goals and objectives to achieve MedicAlert Foundation's vision for 21st Century.
- Develop, appropriate outcome measures and performance indicators.
- Ensure compliance with, and understanding of, all statutory and legal requirements and internal systems.
- Engage and develop the senior management team to ensure the smooth running of the organisation at every level.
- Maintain an overview of key issues across the organisation, assuming direct management where required.

3. Governance

- With the Chair and Vice Chair ensure Board members receive appropriate, accurate advice and information to fulfil their governance responsibilities.
- Formulate strategic plans, priorities and policy proposals for consideration and ratification by the Board.
- Identify issues that may affect compliance with legal regulation or adverse risk to the organisation.

- Ensure the Board and its Committees have timely information and clear recommendations and there is effective implementation of Board decisions.
- Present the Annual Report for approval.
- Develop a robust succession plan for Board members and senior staff and assist in their recruitment as appropriate.

4. Profile

- Ensure MedicAlert Foundation has appropriate media involvement and ambassadorial activities with key organisations in the public, private and voluntary sectors to communicate our core messages and, where appropriate, to enhance MedicAlert Foundation's profile.
- Within MedicAlert Foundation, be an effective, inclusive, and visible communicator.
- Keep abreast of and influence where possible, to the benefit of MedicAlert members and the wider public, external policy affecting healthcare and aids to independent living, that will promote MedicAlert's mission and vision.
- Develop productive relationships with key partners in the public, private and voluntary sectors, that support our strategy and mission.
- Proactively seek and /or oversee development of partnerships to improve funding streams to aid the provision of services to MedicAlert members and prospective members.
- Oversee growth in our membership and development of our membership offer, proactively seeking ways to engage current and prospective members, and to position MedicAlert as a trusted and respected voice both for users of and as advocates for our services.
- Ensure MedicAlert Foundation has a strong and effective digital presence, both internally and externally.





Person Specification

We are looking for candidates with strategic vision who can demonstrate leadership skills in delivering growth and cultural transformation and who have experience of managing a broad portfolio of responsibilities at executive level in complex environments. Our Chief Executive will bring personal credibility in influencing and forging partnerships and provide visible leadership externally and internally. We are looking for candidates who will bring some knowledge of or a deep interest in how marketing and IT can help move the dial for an organisation. We are looking for individuals who are passionate about working in a charitable and membership-led organisation, living our vision of better lives for people with health concerns.

Candidates would ideally bring some of the following or a deep interest in:

Experience

- Track record of operational and/or financial delivery in a senior leadership role
- Understanding of how to work in a membership / support / advice organisation
- Working with volunteers in a dispersed / devolved organisation
- Developing and delivering new client focused services
- Successfully implementing organisational change, including cultural change
- Using digital solutions to support clients, generate accurate and timely data and improve services
- Income-generation, either in a charitable or commercial environment

Skills

- People leadership and organisational skills with the ability to influence, motivate and develop excellent relationships
- Decision-making and problem-solving
- Project management
- Data and digital skills, including use of data to drive service improvement
- Excellent communicator at all levels with the ability to be diplomatic and with the confidence to challenge where necessary
- Personal attributes
- Great attitude, proactive and enthusiastic with the ability to use your time for the greatest impact
- Willingness to be flexible and help in any task that furthers the aims of MedicAlert Foundation
- Personal resilience and ability to deal with change and uncertainty, knowing when to seek help and support
- Ability to function well in an environment where health issues are constantly under discussion

Commitment

- Commitment to MedicAlert Foundation's mission, vision, and values
- Commitment to equality, inclusion, diversity and belonging
- This post requires travel in the UK and a commitment to be in the office c2-3 days a week

“ I have severe allergies, to all sorts of different things including thunder! A nurse advised me to join MedicAlert and I decided with all my other numerous health issues I would. The service has been a life-saver. It's reassuring and makes me feel safe.”

– *Jane Kennedy*

MedicAlert member





Terms of Appointment

Location: Office-based or Hybrid
Office address - Liscombe Park, Suite 1,
Liscombe South, Leighton Buzzard LU7 0JL

Salary: £90,000 with some flexibility
dependent upon experience.

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to MedicAlert on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **ZBONA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Friday 5th July.**

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

