



**World  
Physiotherapy**

Appointment of

## Chief Executive Officer

November 2024

Ref Code: ABRBA



# An introduction from the President

Thank you for your interest in the role of Chief Executive Officer (CEO) at World Physiotherapy. While this briefing contains detailed information about our organisation, the role and the person specification, I wanted to provide some additional context and insight into this exciting opportunity.

After almost eight years at the helm, our previous CEO, Jonothan Kruger, stepped down in May 2024. Since joining in 2016, Jonathon has been a stalwart advocate for physiotherapists and has led a range of instrumental strategic projects that have had a great impact on the profession globally, as well as improving the governance and operations of World Physiotherapy, not least leading the rebrand of WCPT to World Physiotherapy. Jonathon's accomplishments as a leader have been impressive, and he has been missed by the organisation. We have been fortunate that Tracy Bury, a long-time senior staff member, agreed to step in as our Interim CEO since May 2024.

This is an exciting juncture for World Physiotherapy, and our new CEO will take on this important role at a transformative moment in our history. Over the past 12 months, our global community has achieved several significant milestones that have brought us closer together, reflecting the growth and unity of the global physiotherapy community, including expanding our influence, strengthening our membership, and navigating the complexities of a pandemic while continuing to deliver meaningful results for our community.

As CEO, your leadership will be integral to delivering on our objectives. You will need to be both a visionary and a pragmatist, capable of navigating a complex global landscape while inspiring and supporting your team to achieve ambitious goals.

Equity, diversity, and belonging are at the heart of what we do. The successful candidate must bring a deep commitment to these values, championing inclusivity and social justice while demonstrating cultural competence in engaging with our global community.

We are looking for a leader who thrives in a dynamic environment and is prepared to make bold decisions when necessary. Your ability to innovate, drive continuous improvement, and adapt to the ever-changing health and professional landscape will be critical to our shared success.

This is a rare and exciting opportunity to lead an organisation that makes a tangible difference in people's lives, globally elevating the role and impact of physiotherapy in health and society.

I hope you are inspired by the challenge and excited about the opportunity to be part of something transformational. World Physiotherapy is an organisation built on the passion, dedication, and collaboration of its people, and we look forward to welcoming a CEO who shares our commitment and values.

Warm regards,

**Dr Michel Landry, World Physiotherapy President**



# About World Physiotherapy

World Physiotherapy is the sole global voice for the physiotherapy profession, representing more than 600,000 physiotherapists worldwide across 125 member organisations.

Established in 1951 by 11 national physiotherapy associations, we are now an international organisation that operates as a non-profit organisation and a registered charity in the UK, formerly known as the World Confederation for Physical Therapy. We are committed to advancing the practice of physiotherapy, supporting the development of high-quality care, and improving global health outcomes.

An important part of our purpose is to further the global physiotherapy profession by supporting our member organisations with information, expertise, and services. By fostering collaboration among member organisations, promoting best practices, and setting professional standards, World Physiotherapy plays a pivotal role in shaping the future of physiotherapy as an essential part of healthcare systems worldwide.

Our mission is to empower physiotherapists and strengthen our member organisations. We are deeply committed to advocating for equitable access to quality physiotherapy services, enhancing public awareness of the profession, and fostering quality education and research. Working with our member organisations, regions, speciality groups and networks we connect a dynamic community of physiotherapists committed to advancing physical health, functional mobility, and quality of life for all people. We support this through a diverse range of activities including policy and advocacy work, the biennial world congress, development programmes, a portfolio of education activities to raise standards and quality assurance, and global data profiling the profession.



# Who we are

World Physiotherapy's **purpose** is to represent physiotherapy across the globe, advancing our profession and advocating access for all, to improve health and wellbeing.

Our **vision** is that everyone has universal access to quality physiotherapy services where and when needed.

**World Physiotherapy's purpose and vision are underpinned by four core values, and three strategic pillars.**

## Our Values

- **Connecting** – We bring our community together through our member organisations, regions, subgroups, and the wider physiotherapy profession.
- **Belonging** – We recognise and embrace the diversity in our community and our actions create a sense of belonging.
- **Empowering** – We support our member organisations, regions, and subgroups in the service of others to create lasting change and impact.
- **Collaborating** – We partner with our member organisations, regions, subgroups, and others who share our value and objectives.

## Our Strategic pillars

### Evolving and sustainable

World Physiotherapy is a mature, financially sustainable organisation, with a tailored member offering that supports and builds the capacity of our member organisations and regions.

### Influence and reach

World Physiotherapy works collaboratively with our member organisations, regions, subgroups, and other stakeholders to advance the profession, increase access to physiotherapy services, and improve outcomes for consumers.

### Knowledge connector

World Physiotherapy supports effective advocacy and evidence informed best practice by connecting member organisations, regions, subgroups, and other stakeholders to high quality sources of knowledge, data, and insights.

Information on our governance and how we operate can be accessed [here](#).

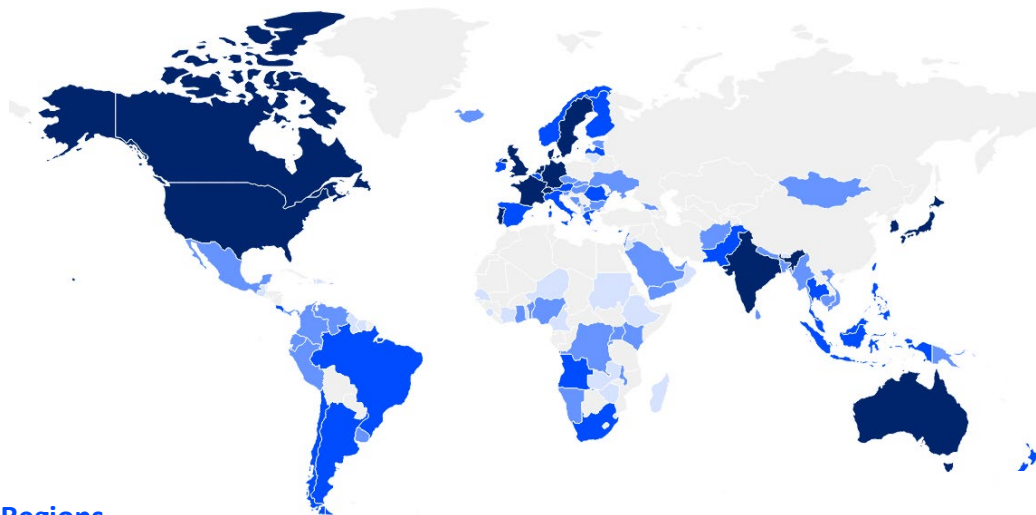
# Our membership

World Physiotherapy has a diverse membership base made up of professional physiotherapy associations from around the globe, totalling 125 member organisations that represent over 600,000 physiotherapists. World Physiotherapy membership spans five regions: Africa, Asia Western Pacific, Europe, North America Caribbean, and South America.

Membership in World Physiotherapy gives national associations access to global resources, professional development opportunities, and a collective voice in global health discussions. These associations range from established organisations, a number of which have been in existence for over 100 years and have tens of thousands of members, our largest of which has over 100,000 members, to newer and emerging organisations with less than 50 members, each contributing valuable insights and perspectives. These members come from countries/territories in high-, middle-, and lower-income settings.

The physiotherapists in our member organisations work across clinical, education, research, policy, and management settings and work in public and private settings with hugely divergent salaries, reflecting the economic situation of their countries/territories. By uniting this varied membership, World Physiotherapy fosters collaborative initiatives, cross-border partnerships, and culturally responsive practices, all aimed at advancing physiotherapy as an essential part of healthcare worldwide.

You can explore the range of our membership organisations [here](#).



## Our Regions

- Africa region has physiotherapy associations from 27 countries/territories.
- Asia Western Pacific region has physiotherapy associations from 31 countries/territories.
- With 45 physiotherapy associations, Europe is the largest World Physiotherapy region.
- North America Caribbean region has physiotherapy associations from 13 countries/territories.
- South America region has physiotherapy associations from 12 countries/territories.

# Our speciality groups and networks

Speciality groups are important independent organisations in their own right. They have a specific area of interest and promote the advancement of physiotherapy and exchange of scientific knowledge in their field.

World Physiotherapy has 14 speciality groups. You can find more information on our speciality groups [here](#).

The strategic priorities of World Physiotherapy and advancement of the profession in defined areas is also supported by networks of educators, and students and early career professions, who facilitate the exchange of ideas, experience and expertise among individual physiotherapists.

More information on our networks can be found [here](#).



# Our impact

World Physiotherapy works collaboratively with our member organisations, regions, speciality groups, and other stakeholders to advance the profession, increase access to physiotherapy services, and improve outcomes for consumers.

We measure the impact of our work to advance the physiotherapy profession across the globe because it both demonstrates our accountability to key stakeholders and shows how we align our strategic objectives with our operational activities.

In 2023 we delivered impact through:

- **Projects and programmes** – for example, education and training were the focus of World Physiotherapy activities in Sierra Leone during 2023, where a 5-day pilot project was developed in collaboration with Maastricht University, Masanga DK and ADAPT, aimed to teach and upskill qualified physiotherapists and physiotherapy students to strengthen training in Sierra Leone, attracting many participants.
- **Advocacy** – in June, representatives of World Physiotherapy attended a meeting of the French National Council of the Order of Physiotherapists, which highlighted the collaboration between CNOMK and World Physiotherapy, exploring opportunities to strengthen the profession in French speaking countries/territories and trends in the fields of education, research, advocacy and direct access.
- **Global leadership and influence** – as part of World Health Professions Alliance (WHPA), we delivered and supported joint statements on strengthening rehabilitation in health systems and strengthening WHO preparedness for and response to health emergencies before the World Health Assembly and WHO executive board. Representatives of World Physiotherapy also attended the 3<sup>rd</sup> Global Rehabilitation 2030 meeting in July 2023 in Geneva, Switzerland.
- **Promoting Physiotherapy** – World Physiotherapy has been involved in the establishment of physiotherapy in China for over ten years, and as of 2023 there are now over ten universities offering entry level physiotherapy degrees with many more courses in the planning stages.

## Impact of congress

Every two years we hold a congress and bring together the global physiotherapy profession.

In 2023, more than 2,200 people from 120 countries/territories took part in our congress in Dubai, UAE.

- 41% of participants were from the Asia Western Pacific region
- 29% were first time participants
- 1,083 abstracts were presented
- 85 people received a bursary to take part in the congress

# Job description for the CEO

The CEO serves as the primary staff leader and strategist for the association, responsible for implementing overall vision, management, and strategic direction, ensuring the organisation achieves its mission of advancing global health standards and supporting the professional growth of its members.

## Main responsibilities

### Leadership

- Role-model World Physiotherapy values consistently – act with integrity; engage diverse experiences, expertise, and perspectives to inform decisions; demonstrate the courage to speak truth to power and make difficult decisions when necessary; and commit to ongoing personal growth as a leader.
- Demonstrate and advocate for an inclusive, collaborative culture through compassionate leadership, continuous learning, psychological safety, supported by distributed leadership, and collaborative approaches.
- Foster a culture of evidence-led thinking and data literacy within World Physiotherapy, leading by example.
- Serve as a visible and exceptional ambassador on the international stage and across all forms of media to advance the interests of World Physiotherapy’s members, elevate the organisation’s profile, and raise public awareness of physiotherapy’s critical role in healthcare.
- Network with senior leaders globally to bring innovative ideas, insights, and practices that help World Physiotherapy remain a leading organisation in its field.

### Governance

- Build strong working relationships with the President and the Executive Board, ensuring open communication and mutual alignment on strategic goals.
- Ensure World Physiotherapy complies with relevant legal, regulatory, and financial requirements, advising the Board on any changes needed in governance structures, policies, or standing orders.
- Provide the Board and its Committees with the necessary information, guidance, and support to enable informed decision-making on behalf of World Physiotherapy’s members.
- Oversee fair and transparent governance elections and promote positive action to ensure diverse representation in World Physiotherapy’s leadership.
- Ensure that Congress runs efficiently and transparently to uphold accountability to the broader World Physiotherapy membership.
- Forecast issues the President, Vice-President and Board will need to be informed about relevant strategic and operational developments impacting the organisation.



## Job Description contd.

### Management

- Work alongside the Directors to account for achieving the strategic goals aligned with World Physiotherapy's global mission, including regular reporting to the Board on progress and performance.
- Oversee the Directors' delivery of World Physiotherapy's annual operational and financial plans to achieve the organisation's objectives.
- Ensure sound financial management practices, overseeing budgeting, funding, and financial reporting.
- Secure sustainable funding sources and enhance the organisation's financial stability by harnessing innovation and diversifying the funding streams.
- Foster data literacy across World Physiotherapy to enhance decision-making, transparency, and accountability at all levels.
- Collaborate with relevant staff representatives and groups to uphold values of equity, diversity, and inclusion across the organisation.



# Person specification

The successful candidate will be a dynamic, communicative, and globally-minded leader, capable of earning trust and respect across diverse cultural contexts. They will bring most or all of the following attributes:

## Knowledge and experience

### *Essential*

- Executive-level experience of a membership organisation, not for profit organisation or similar.
- Experience working with or reporting to volunteer boards, councils, or activist groups, with a track record of engaging these stakeholders through diverse communication channels, including social media.
- Proven experience of leading and managing an organisation or service through periods of significant change, ideally in an international or multicultural context.
- Strategic experience in developing and delivering an organisation's vision and mission, with measurable impact.
- Experience of acting as the primary spokesperson and representation for an association globally, ideally through large scale international congresses.
- Demonstrated success in working with senior stakeholders across complex, global, and sometimes politically sensitive environments to achieve shared objectives.
- Experience of audit, finance and risk, ensuring sound financial management practices and overseeing budgeting, funding, and financial reporting.
- Strong knowledge of equity and diversity principles, including an understanding of privilege, allyship, and the importance of engaging with marginalised and historically excluded groups.
- Understanding of organisational development, leadership, and change management, with a commitment to good governance and familiarity with different governance models.
- Knowledge, experience and competencies within the global health landscape, alongside detailed understanding of physiotherapy's critical role within the sector.

### *Desirable*

- Experience of engaging with the press and other media to enhance organisational visibility and public advocacy.
- Working knowledge of an additional official United Nations language besides English (Chinese, French, Russian, Spanish, Arabic) and preferably another language is desirable.
- A graduate degree qualification in health or management is preferred to ensure a deep understanding of health systems, strategic planning, and organisational leadership.

# TEAM VALUES

We are a team of people who want to make a difference in the world

## Trust

- We say everything that needs to be said in the room.
- We place 'no surprises' at the core of everything we do.



## Diversity and inclusion

- We believe a diverse workplace will lead to smarter ideas and more informed decision-making.
- We treat people and groups fairly based on their unique characteristics.
- We recognise each person's individual value and contribution and accept them as a member of the team.



## Collaboration

- We are one team of strong and diverse individuals unified by a clear common purpose.
- We believe working collaboratively will help manage stress, increase retention and loyalty, and achieve our strategic goals.



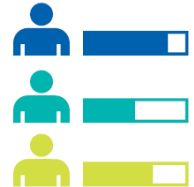
## Flexibility

- We adapt our approach according to the individual and situation.
- We strive to balance life and work needs for individuals and for the team.
- We balance pragmatism and perfectionism by knowing when to stop once a goal has been achieved.



## Integrity

- Once we commit to an action, we follow through.
- We make fair and reasonable decisions in a non-judgmental way.
- We always give credit to the team who have helped us get a result.



## Care and support

- We are compassionate and treat people with respect.



## Terms of appointment

- **Salary:** Competitive
- **Location:** London, with frequent travel

World Physiotherapy operates with a staff team of 16 people. The international nature of the organisation means that much of our work and communication with member organisations is conducted by email and videoconference. Staff frequently work off site and on a day-to-day basis there are usually five - six people physically in the office. We operate an efficient, effective and flexible working option, combining working in the office and working from home.

Staff communicate by email, telephone, and videoconference, as well as regular project-based team calls and face-to-face meetings. By necessity, all individuals working with World Physiotherapy must be able to work independently and take the initiative to stay up to date on World Physiotherapy's activity, seeking further information when/if required.



# How to apply

**Saxton Bampfylde Ltd is acting as an employment agency advisor to World Physiotherapy on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **ABRBA**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter describing (1) how you meet and/or exceed the position description, and (2) your vision for the future of World Physiotherapy. All candidate are also asked to complete the online equal opportunities monitoring\* form. The closing date for applications is noon on **Monday 16<sup>th</sup> December**.

\*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.

## **Diversity and inclusion**

World Physiotherapy is committed to best practice in equity, diversity, and inclusion, and to fostering an inclusive environment that reflects the membership it represents. Throughout our recruitment process we seek to ensure that all applicants are judged on their suitability for the post alone and that there is no unfair bias.

## **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.