



Chief Executive Recruitment Pack

Lead the UK's national liver charity to its next chapter



Welcome

Thank you for your interest in becoming Chief Executive of Liver UK.

This is a pivotal moment. We have brought two charities together, strengthened our national voice, and set an ambitious strategy for 2026 to 2032. We are now looking for an exceptional leader to build on this momentum and help transform liver health for generations to come.

About this pack

This pack brings together the Chair's welcome, a message from our current Chief Executive, the strategic context, the role description, person specification, organisational structure and application information for candidates.

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A letter from our Chair of Trustees

Dear Candidate

I am writing to thank you for your interest in the position of Chief Executive at Liver UK.

Two years ago, the British Liver Trust and the Children's Liver Disease Foundation came together through a successful merger, creating a single organisation dedicated to improving liver health and supporting those affected by liver disease. In July this year, we proudly launched our new name, Liver UK, reflecting our shared vision and ambition for the future.

We are excited about our future as the UK's leading liver charity, supporting patients of all ages with all forms of liver disease and liver cancer across all four nations. In addition to the support we provide, we campaign to improve liver health policy across the United Kingdom and work to increase education and awareness of liver disease. This is achieved by working closely with clinicians, and we are guided by patient insight through our clinical and patient advisory groups.

We are at an important and exciting point in our development and are now seeking a new leader to build on the progress we have made and take the organisation forward into its next phase. The Board is experienced and highly engaged, and it is a privilege to work with them. We work closely with the Senior Management Team through the Chief Executive.

I very much hope we will hear from you.

Yours sincerely,

Sir Alastair King DL



A letter from our Chief Executive

Dear Candidate,

Thank you for your interest in the role of Chief Executive at Liver UK, the national liver charity working across the UK to save lives and improve liver health. We take action so people are diagnosed early, get the treatment they need, and campaign to make liver health a national priority.

It has been a privilege to lead this organisation for more than seven years. During that time, I have seen the extraordinary impact we have on people affected by liver disease, and the compassion, expertise and commitment shown every day by our staff, volunteers and supporters. We are a life-changing community of hope and expert help, standing alongside people at every stage of their journey with liver disease.

We are now entering one of the most exciting and important chapters in our history.

In recent years, we have strengthened our financial position, expanded our reach, and united the British Liver Trust and the Children's Liver Disease Foundation into a single, powerful charity supporting people of all ages. This has given us a stronger national voice and a clearer platform to champion better liver health for everyone.

We also have a bold and ambitious long-term strategy for 2026 to 2032, shaped with our Trustees and informed by the people we serve. Our new identity as Liver UK reflects who we are today: pioneering, aspirational, empathetic, and committed to making liver health a national priority.

Together, these developments mark a shift from a period of transformation to one focused on delivery, growth and impact. There is real momentum behind our work. Liver disease remains one of the fastest growing and most under recognised health challenges in the UK, and the need for our mission, early detection, better treatment, prevention and support, has never been greater.

With this in mind, we are looking ahead to the next phase of leadership. I am proud to be completing the transition to Liver UK and to support a smooth, well-planned handover to the incoming Chief Executive. This is a personal decision made with confidence in the strength, stability and direction of the organisation. We have an experienced Senior Management Team, committed Trustees, and a clear strategic path already in place.

If you are inspired by the opportunity to lead a national charity with strong foundations, a powerful new identity, and the potential to transform liver health for generations to come, I warmly encourage you to apply.

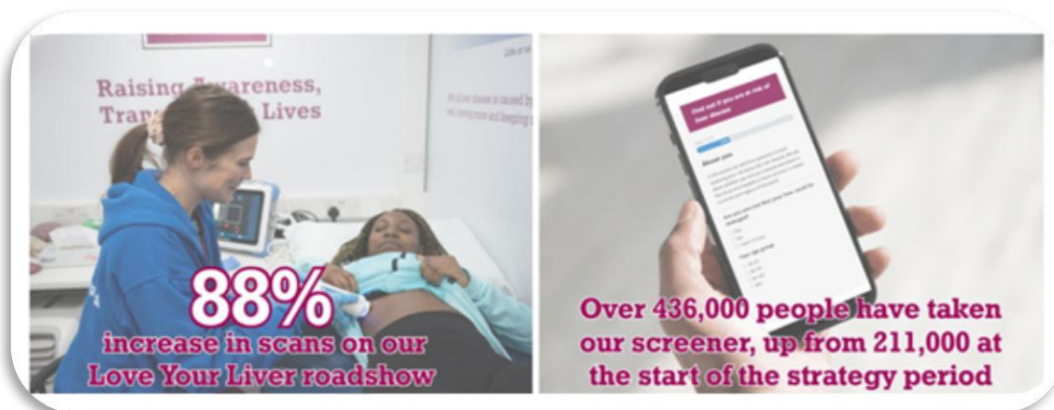
Thank you again for your interest.

With best wishes,

Pamela Healy OBE
Chief Executive



About us and our next chapter



The British Liver Trust and the Children's Liver Disease Foundation came together as one organisation in April 2024. In summer 2026 we rebranded as Liver UK, bringing our work and identity together under a single, recognisable name.

We are here to unite the liver community so that everyone with any kind of liver disease gets the care and support they need. Our work combines expert information and support, public awareness, prevention, policy influence, healthcare professional engagement and patient voice.

Why this matters

Liver disease and liver cancer are among the UK's fastest growing health challenges. They affect people of all ages and can strike anyone, at any point in their lives. We are determined to change this.

Our strategic direction

Our 2026 to 2032 strategy is about building momentum and changing lives. It sets out how we will expand our reach, deepen our impact, and make the most of a rare opportunity to improve liver health across the UK. A copy of our Strategy document will be supplied with the recruitment pack.

The opportunity for our next Chief Executive

This is a role with strong foundations, a bold strategy, an engaged Board, a committed Senior Management Team and a powerful new identity. The next Chief Executive will lead the organisation from transformation into delivery, growth and impact.

The Chief Executive role

Job title	Chief Executive
Reports to	Board of Trustees
Responsible for	Senior Management Team and all activities of Liver UK
Location	Remote working, with attendance at the Winchester office expected 2 to 4 days per month

Main purpose of the role

The Chief Executive provides strategic, operational and inspirational leadership for Liver UK, ensuring the charity achieves its mission to reduce the impact of liver disease in the United Kingdom.

Key responsibilities

Governance and strategy

- Work with the Board to refine and deliver long-term strategy.
- Develop policy proposals and position statements.
- Ensure governance, legal and regulatory compliance.

Leadership and management

- Lead the Senior Management Team and build a strong organisational culture.
- Ensure the charity's financial health and long-term sustainability.
- Provide leadership in fundraising and income diversification.

External affairs, policy and influence

- Act as lead ambassador with government, parliamentarians and the NHS.
- Lead policy and public affairs strategy.
- Strengthen national influence on liver health.

Services, information and research

- Ensure delivery of excellent information, support and prevention programmes.
- Oversee research activity and governance.

Person specification

Knowledge and experience: essential

- Minimum five years senior leadership at Director or CEO level.
- Successful charity fundraising record.
- Experience working with national parliaments and elected representatives.
- Understanding of the health and social care sectors.
- Proven ability to drive financial and operational growth.
- Proven record in developing and sustaining services.
- Excellent campaigning and negotiation experience.
- Experience designing and delivering long term strategy.
- Strong financial and governance understanding.
- Confident communicator, including media work.

Knowledge and experience: desirable

- Previous experience as a charity or not for profit Chief Executive.
- Understanding of and affinity with health issues, ideally liver health.
- Experience merging charities or rebranding.
- Experience leading technological and digital change.
- A relevant clinical or managerial qualification.

Skills

- Inspirational leadership with the ability to motivate and develop teams.
- Strong influencing skills and relationship building across sectors.
- Excellent presentation skills with confidence in all audiences.
- Skilled communicator able to articulate complex issues persuasively.
- Good grasp of charity finances.
- Diplomatic and tactful with strong organisational trust building.

Personal style and behaviour

- Highly motivated, energetic and driven.
- Tenacious and passionate about improving liver health.
- High integrity and commitment to maintaining the charity's strong reputation.
- Willing to attend headquarters in Winchester 2 to 4 days per month, with remaining days remote.

Organisational Structure

Board of Trustees (incl Clinical Advisory Group)											
Pamela Healy - Chief Executive											
Rachel Doran - Director of Finance & Operations			Louise Knight - Director of Fundraising & Partnerships		Jonathan Worsfold - Director of Service Delivery				Vanessa Hebditch - Director of Communications & Policy		
Data & Digital Manager	People & Operations Manager	Finance Officer	Public Fundraising Manager	Trusts & Partnerships Manager	Head of Children's Services	Engagement & Events Coordinator	Outreach Project Manager	Nurse Manager	Publications & Information Manager	Head of Communications	Policy & Public Affairs Manager
Data & Systems Coordinator	Senior Administration Officer Administration Officer (HR) Data Technician (apprentice)		Senior Community Fundraiser Supporter Care Officer Individual Giving Officer	Senior Partnerships Fundraiser Trusts & Foundations Officer	Children's & Families Officer Young People's Digital & Engagement Officer		Outreach Development Officer Outreach Development Officer	Liver Nurse Advisors x 5	Information & Awareness Officer Patient Information Officer	Communications Manager Communications Officer Digital Communications Officer	Policy and Public Affairs Officer
Data & Digital	Support		Public Fundraising	Trusts & Partnerships	Children's Services	Outreach & Engagement		Helpline	Publications & Information	Communications	Policy

How to apply

Please submit your application via our [Charity Job online advertisement](#). If you have any questions, please contact Helen Westhead; People and Operations Manager, using the email address shown below.

Application deadline	4 October 2026
First stage interviews	Online, 13 & 19 October 2026
Final interviews	In person, Winchester, 30 October 2026
Recruitment contact	recruitment@liveruk.org
Application documents	Covering letter & CV

Please be advised that we are unable to offer flexibility regarding interview scheduling.

Equal opportunities

We are committed to equality, diversity and inclusion and welcome applications from candidates with a wide range of backgrounds and experiences. We are particularly interested in leaders who can help us reach and support underserved communities and embed inclusion across our work.

Thank you

Thank you again for your interest in this role. We hope this pack gives you a clear sense of our organisation, our ambition and the opportunity to lead the next chapter of our work.



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