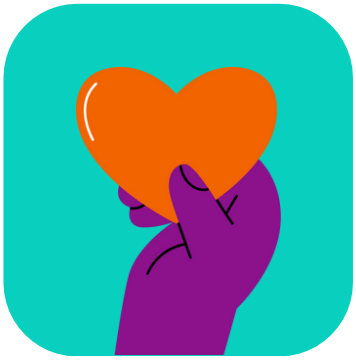
Beat
Eating disorders

Head of Influencing and Engagement

Candidate pack

OUR VALUES



Be yourself: Be open and try to make it easy for others to be open too. We're all human: if things go wrong be honest, take responsibility and we'll work together to put things right.

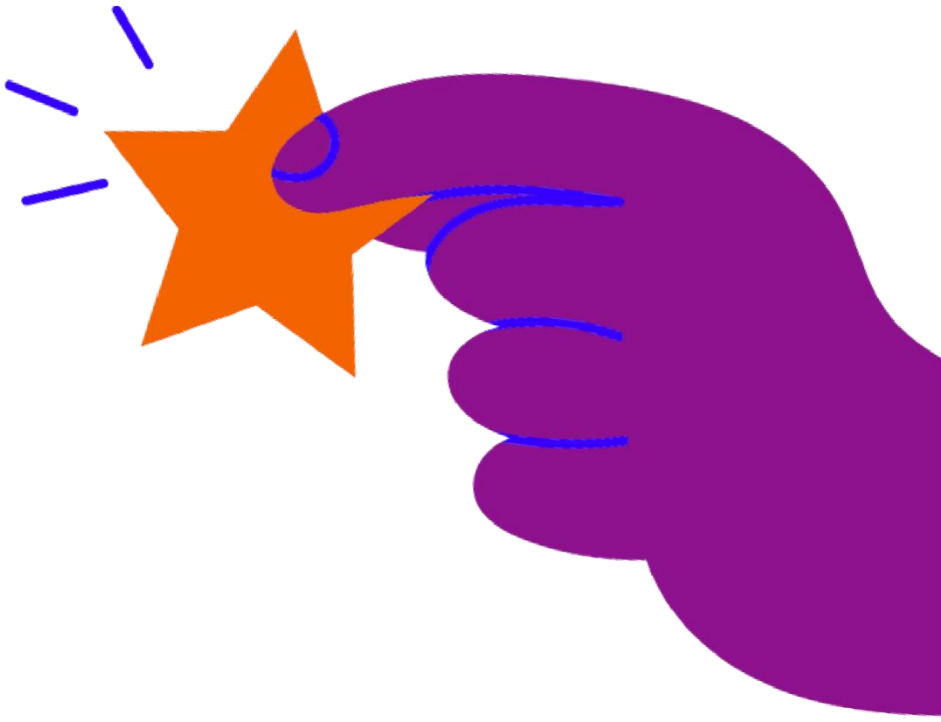
Be kind: Treat everyone with respect, empathy and compassion. Diversity makes us stronger, appreciate these differences so everyone feels welcome, included, and valued.

Be curious: Keep an open mind and try new things. Ask questions, constructively challenge what isn't working and help find solutions to problems.

Grow together: Work collaboratively, build trust and learn from each other and from people with lived experience. Share and reflect what you know to make Beat stronger.

PRINCIPLES FOR BEAT MANAGERS

Managers are collectively responsible for the success of Beat's strategy. They are expected to model and champion our values, building a trusting and empowering working environment where everyone's views are heard and valued and where people are working to their strengths.



OUR COMMITMENT TO EQUALITY, DIVERSITY AND INCLUSION

We cannot succeed in our mission to end the pain and suffering of eating disorders unless we are able to help everyone affected by eating disorders and address inequalities in experience and outcomes.

We take equality, diversity and inclusion seriously at Beat and we are committed to ensuring EDI is embedded in our service provision and our individual behaviours.

We recognise that there are still significant barriers that deny equal access to the information, support and treatment that everyone affected by eating disorders deserves. As an organisation we will reduce barriers to those seeking our support and use our voice and influence to tackle inequalities and drive change.

We know that we need a diverse, passionate workforce to deliver our mission. We are committed to recruiting, retaining, and promoting a diverse mix of individuals who are representative of the communities we serve.

We believe that everyone should be able to be themselves, feel respected and be empowered to give their best and reach their full potential. We will create a safe and inclusive culture where everyone can progress and thrive, and has a sense of belonging. It is all of our responsibility to make Beat a fair and equal place to work, where we all promote equality, value diversity, and work inclusively.

We expect all of our third-party suppliers and partners and everyone involved in Beat's activities to act in line with our EDI policy. We do not tolerate disrespectful behaviour towards each other, supporters or members of the public. Any breaches of this policy are taken seriously by the organisation.

We know that eating disorders do not discriminate. They can affect anyone, of any age, background or circumstance. We also know that it is only by actively working to eliminate discrimination and create equality that we will be able to end the pain and suffering of eating disorders for good.

JOB DESCRIPTION

Job title	Head of Influencing and Engagement
Department	External Affairs
Hours per week	Full-time (34 hours a week over 4 days)
Salary	£50,000
Contract	Permanent
Location	Home-based but with a requirement for regular travel including but not limited to London, Belfast, Cardiff and Edinburgh

WE SHOW THE SALARY EMPLOYER

We've taken the We Show the Salary pledge to show salary info on 100% of our job ads.

PURPOSE OF THE POST

The Head of Influencing and Engagement will lead Beat's organisation-wide influencing and engagement strategy: building influence, shaping external agendas and using lived experience, research, clinical insight and partnerships to drive systemic change. They will position Beat as the trusted expert voice on eating disorders, build powerful relationships across Government, the NHS, research and partner organisations, and ensure that people with lived experience meaningfully shape Beat's strategy, services and external activity. They will lead a high-performing team and work collaboratively across the charity to drive policy and practice change, strengthen external positioning and support Beat's mission.

ABOUT THE POST

The Head of Influencing and Engagement is a newly created role for Beat, and a highly important one for the delivery of our strategy and mission. In order for us to end the pain and suffering of eating disorders we need to bring about systemic change, and this post will drive that work, ensuring that we are able to effectively influence and partner with policy makers, clinicians, researchers, the private sector, the community and voluntary sector and others to achieve our goals. They will drive our strategy to build meaningful relationships that bring about change, while ensuring that everything we do is evidence-based with lived experience at the heart of what we do.

It is an exciting time at Beat. Our new strategy puts influencing and engagement at the centre of our work, with a greater emphasis on influencing policy and practice, partnership building and lived experience than ever before. We cannot achieve our mission alone, and this role is key to ensuring we use our expertise and credibility to drive real change across all four nations of the UK.

We are looking for an experienced, strategic leader with a track record of bringing about change through significant relationship building, who is looking to join a driven and values-led organisation that is making a real difference. They will manage an experienced and effective team that are already delivering real impact – your role will be to take our work to the next level so we can have even greater impact. We are looking for someone who can develop and deliver an effective strategy, while also being ready to roll their sleeves up and support the team when need arises.

The role is home-based, but with significant travel expected, particularly to London, Belfast, Cardiff and Edinburgh.

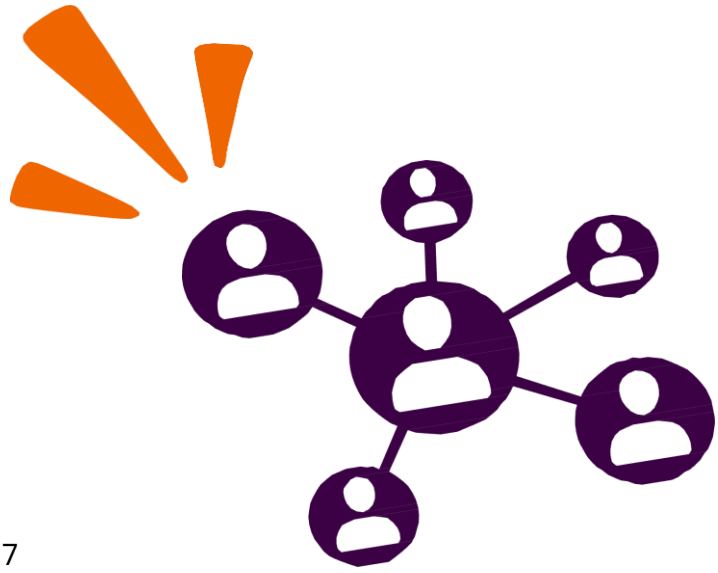
MAIN RELATIONSHIPS

This post reports to the Deputy Chief Executive and will act as a senior adviser on influencing priorities, stakeholder risks, external positioning, research engagement and co-production, working closely with the Chief Executive, trustees and others to shape Beat's external strategy and organisational priorities.

They will lead an experienced Influencing & Engagement team that works across all four nations of the UK, spanning policy, research engagement, PPIE and clinical advice. The role will line manage a Policy Manager, National Leads for Northern Ireland, Scotland and Wales and a Research and Engagement Manager, who manages a team consisting of a Patient and Public Involvement and Engagement (PPIE) Manager, a Participation and Involvement Officer and a Clinical Advice and Research Coordinator.

They will provide strategic leadership across internal relationships, working closely with the Head of Marketing & Communications and senior colleagues in Services and Fundraising to align priorities, strengthen Beat's external impact and ensure influencing, engagement, evidence and lived experience activity are integrated across the charity.

They will develop and sustain a wide range of senior external relationships, including with politicians, civil servants, NHS leaders, senior clinicians, researchers, funders, third and private sector partners and other strategically important stakeholders. Given that we work across all nations of the UK, we welcome applicants from Welsh speakers.



KEY RESPONSIBILITIES

1. Lead Beat's organisation-wide influencing and engagement strategy, setting the direction for how the charity builds influence, shapes external agendas and uses lived experience, research, clinical insight and partnerships to drive systemic change across Government, the NHS, the research community and other relevant sectors.

2. Ensure Beat uses the right mix of influencing approaches, including policy engagement, strategic stakeholder engagement, research engagement, lived experience insight, campaigns and public affairs, to achieve measurable external change.

3. Provide strategic leadership for Beat's external positioning on eating disorders, ensuring that the charity's public and policy positions are authoritative, evidence-informed, consistent and reputationally robust, while working with internal and external experts to maintain credibility, accuracy and impact.

4. Lead Beat's organisation-wide co-production approach, ensuring that we have the strategy and systems in place for meaningful lived experience involvement across all areas of Beat's work including our strategy development, services, influencing, communications and partnerships, and embedding consistent, high-quality practice across all areas of the charity's work. Ensure that our external coproduction offer is compelling and income generating.

5. Oversee the production of high-quality reports, policy briefings and stakeholder materials that are clear, evidence-informed, persuasive and tailored to their intended audiences.

6. Build and sustain effective relationships with senior external stakeholders, including politicians, civil servants, NHS leaders, clinicians, researchers, sector partners and funders, using these relationships to create opportunities for collaboration, influence and strategic partnership.

7. Lead a strong team working across all four UK nations, spanning policy, public affairs, stakeholder engagement, research engagement, PPIE and clinical advice, ensuring the team operates as an integrated strategic function across Beat and delivers against clear organisational priorities.

8. Lead Beat's influencing work at Westminster while supporting and enabling National Leads in Northern Ireland, Scotland and Wales to influence effectively within devolved political and health contexts, ensuring coherent UK-wide alignment where appropriate.

9. Ensure effective coordination is in place to deliver on key activity, including the organisation of events, the production of key messaging and materials and the effective communication of our agenda.

10. Act as a primary spokesperson for Beat, representing the charity in settings including but not limited to the media, conferences and events, and in meetings with senior stakeholders.

11. Contribute actively as a member of the Senior Management Team, providing strategic leadership beyond the immediate remit of the Influencing and Engagement team and helping to shape organisational planning, decision-making, risk management, cross-charity priorities and external positioning.

12. Provide expert advice to the Deputy Chief Executive, Chief Executive and trustees on influencing priorities, stakeholder risks, external positioning, research engagement and lived experience involvement, ensuring Beat's external positions are credible, evidence-based and aligned with its mission and values.

13. Ensure own behaviour is fully supportive of an inclusive culture in relation to all colleagues and other stakeholders.

14. Identify own personal learning and development needs and seek opportunities to address them.

15. Other responsibilities relevant to the purpose of the role as required by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

PERSON SPECIFICATION

Candidates should take each of the points in the person specification and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.

We ask that all candidates can demonstrate they have the "core" skills but if you do not have all the "valued" skills you may still be considered depending on the experience you would bring – transferrable experience (including voluntary, care-giving, community) is welcome.

Core Skills

- Proven ability to influence policy and practice of Government, the NHS, research and ideally the private sector.

- Proven ability to lead co-production, embedding lived experience insight into strategy, governance, service development, influencing, research or communications.

- Exceptional relationship-building skills, with the ability to build positive and mutually beneficial relationships with key external and internal stakeholders

- Ability to lead and motivate a highly cohesive, high performing team based on the principles of trust, mutual respect and empowerment.

- A team player, who is prepared to 'roll their sleeves up' and do what's needed to get the job done.

- Outstanding communication skills, both written and oral, with the ability to persuade and influence the action of others

- Highly strategic, with the ability to see the bigger picture, anticipate future opportunities and challenges, identify priorities and translate organisational objectives into clear, achievable plans.

- Extremely analytical, with the ability to interpret complex information, identify key insights, challenge assumptions and make well-informed decisions.

Valued Skills

- Proven ability to act as a spokesperson, including in the media.

Specific Knowledge

- Very good understanding of health policy and political decision-making across Westminster and the devolved nations, and of the clinical and research environment in health and ideally mental health / eating disorders.

WHO WE ARE

Eating disorders can be prevented, and recovery is always possible.
We help those affected now, and work to stop others being affected in the future.

Our strategic priorities are:

Answer the Call: Too many of those facing eating disorders feel they have nowhere to turn. When they ask for help, we are there. Through our Helpline, our range of support services and our online information and resources, we offer accessible support and guidance directly to those who need them. Whether that's for those with an eating disorder or those who support them, we are there for people when they need us most, empowering them to take the steps they need.

Spread the Word: Too many people living with an eating disorder tell us they feel alone. We will support those around them to know what to do to help. If people can recognise and respond to the earliest signs of an eating disorder, more will get the help they need earlier. Through awareness raising, training for professionals, and supporting research, we will continue to build a community that understands eating disorders and how to help.

Change the Story: Too often those with eating disorders are failed by the system. We will influence those with power to change this. We need policy makers to understand eating disorders and how to stop them. By influencing Government, the NHS and industry through the voices of those with lived experience and evidence led campaigns we can create long lasting change for everyone affected.

ABOUT EATING DISORDERS

Eating disorders destroy lives. They steal childhoods, devastate relationships and pull families apart. And they can be fatal. They are serious mental illnesses and include anorexia nervosa, bulimia nervosa and binge eating disorder. There are **3.5 million people in the UK likely living with an eating disorder**. While more women are affected than men, and eating disorders commonly emerge during adolescence, they affect people of all ages and genders.

On average, it takes someone over 3 years from falling ill before they seek treatment, followed by more than 6 years of waiting, therapy, semi-recovery and relapse before they get better. PwC estimates that this costs the NHS £4 billion per year. However, it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

Parents, siblings and other family members are also seriously affected. They should be enabled to help their loved one into a quick and sustained recovery but they can only play their role if they have full understanding, are fully supported and engaged by the health services, and if their own wellbeing is protected. However, they commonly report not being given useful information when a loved one is diagnosed, so they can't stop things getting worse while waiting for treatment to start and they don't know how to support their treatment regime. Families and carers also find that supporting the sufferer has a negative impact on their own physical and mental health.

WORKING TOGETHER

Our statement of values (see earlier section) is a description of how we work at Beat when we are working together at our best. As the statement concludes, when we get this right we will achieve brilliant results, making Beat a truly inspiring and enjoyable place to work.

Central to those values is the conviction that happy people are more likely to perform at their best, and that people performing at their best are more likely to be happy in their work.

Everyone at Beat therefore has a responsibility for modelling our values and doing whatever is needed to make sure we are working together at our best for as much of the time as possible.

Managers in particular are expected to create an environment of cohesive and focussed teamwork built on trust, understanding and a shared determination to achieve great results. They put their people first and give them the support and freedom they need to innovate and succeed. The definition of a good manager at Beat is someone who is leading a happy and high performing team.

So if you are successful in your application, you can expect regular meetings with your line manager to share ideas, ensure wellbeing, support and review your progress. They will encourage your learning and development, enabling you to spend on average at least 10% of your time on L&D using a wide range of options. And they will ensure you have all the information and connections you need to do your job to the best of your abilities.

BEAT'S SHORTER WORKING WEEK

Beat has permanently adopted two significant changes to our working practices:

1) Reducing the full-time working week to 34 hours over 4 consecutive days without reducing pay.
2) Allowing significantly greater flexibility to work from home

These changes were introduced to help protect staff wellbeing during the Covid pandemic, but were so valued by our colleagues – and resulted in higher productivity despite the reduced hours - that we have made them permanent.

Therefore most full-time staff at Beat work 8.5 hours per day Monday- Thursday, with considerable flexibility available providing that necessary diary commitments can be met. Part-time working patterns are agreed on an individual basis but with the 4 day week as a starting point.

No internal meetings are arranged on Fridays and the office is closed (although still available for use as needed and in the case of personal preference). Full time staff are nevertheless required to be available to work on Fridays when required for meetings unavoidably organised by other organisations, with time to be taken off in lieu.

A slightly different version applies for the Helpline but the principle remains that full-time means working for 34 hours across 4 consecutive days.

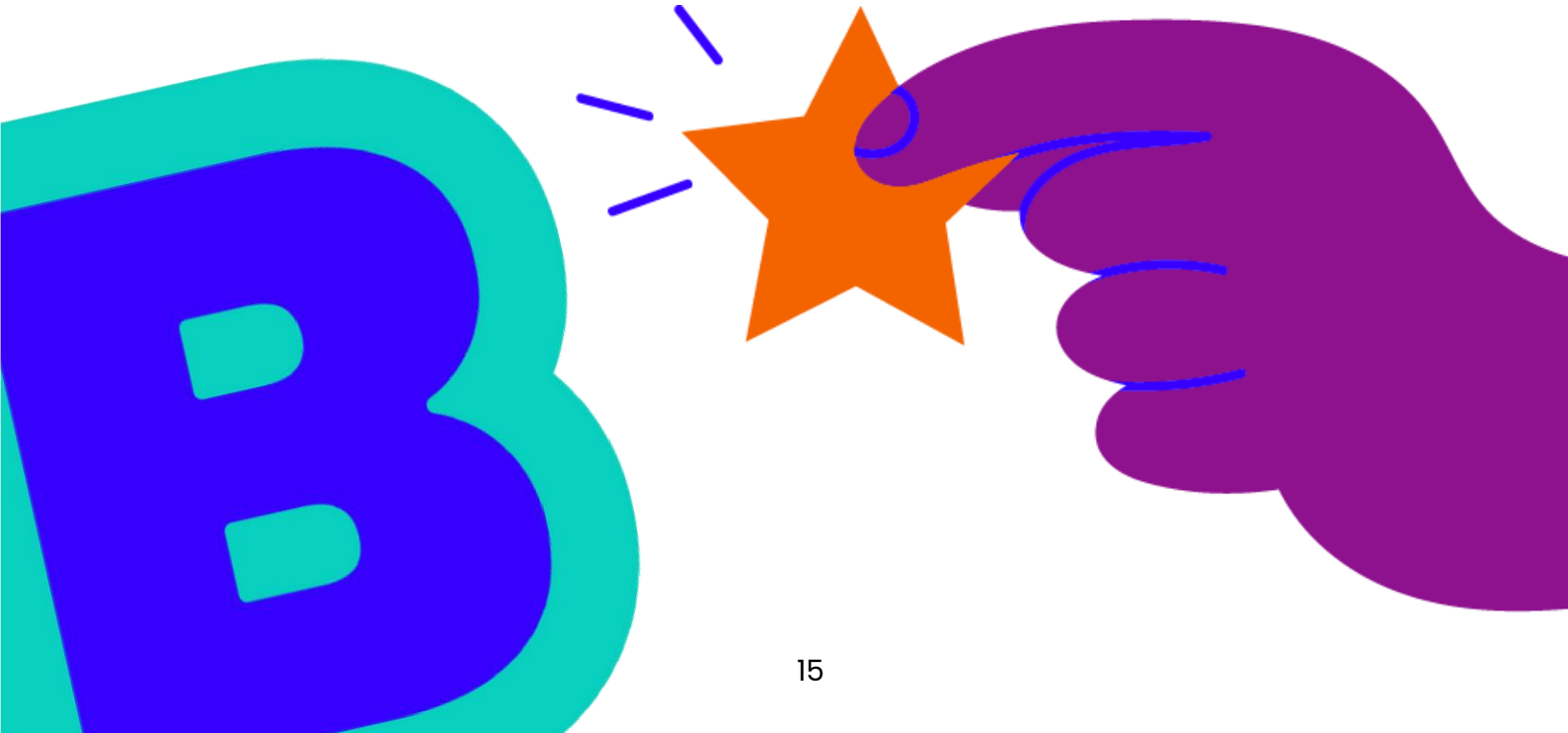
Staff who are unable to work 8.5 hours in a day (e.g. because of caring responsibilities) can work some of their hours on Friday and requests for this working pattern would only be refused for very specific business needs or wellbeing requirements. Any full time staff choosing this option would nevertheless need to be available for engagements considered as 'business need' on Monday to Thursday, with notice given and TOIL to be taken as necessary.

BEAT'S OFFICES AND HOME WORKING

Beat's head office is in Norwich. Staff who are based in the office must be present there when a business need arises and can choose to work there whenever they like. Except for roles which can only be fulfilled in the physical office, staff also have a high degree of flexibility to work from home.

People who are recruited to be fully or partly home-based will be provided with a laptop and relevant other necessary equipment. All home-working postholders must ensure an internet connection of sufficient speed to attend meetings by video conferencing without disruption.

Staff are required to attend meetings in the Beat office (or elsewhere) when there is a business need. They are also expected to travel to meet business needs, which vary depending on the role. Expenses will be paid for any required travel to locations other than the postholder's normal place(s) of work.



RESILIENCE AND WELLBEING INTERVIEW

Our work at Beat involves supporting vulnerable people who may be in distress, and all staff are likely to come across potentially upsetting content. This can be difficult for staff at times and for some it can have a negative impact on their health and wellbeing. We value the insight that those with lived experience can bring to their role while making every effort to ensure the work does not negatively impact them.

In order to best protect our team, and ensure all staff are able to thrive at Beat, we conduct a resilience and wellbeing interview as part of the recruitment process. The purpose of this conversation is not to assess mental health or wellbeing, and applicants with existing or past mental health conditions will not be disadvantaged.

Instead, this is an opportunity to discuss how you manage emotionally demanding situations, what support networks you have in place, and how you balance work with life. This will help to ensure that applicants understand the pressures of the role and are able to meet them. It also helps us to understand what support you might need from Beat to thrive in your role.

HOW TO APPLY

Full information about this role including application forms are at **www.beateatingdisorders.org.uk/vacancies**. For guidance on completing the application form and out interview process go to https://www.beateatingdisorders.org.uk/about-beat/who-we-are/join-the-team/ and scroll down to the Candidate Toolkit.
If you have any specific questions on the process, please email jobapplications@beateatingdisorders.org.uk or call 01603 753311.

Completed application forms should be returned via the website page above by 9am on **Tuesday 27th October.** All applications must be on the Beat application form. CVs will not be considered unless by prior agreement. We may close this vacancy early if we receive a high number of applications. Therefore, if you are interested, please submit your application as early as possible.

Shortlisted candidates will be informed by close of business on Thursday 29th October. If you have not heard from us by then, please assume that your application has not been successful.

First interviews will take place on Monday 2nd November, most likely in London. Second interviews will be held later that week or the week after.

(Travel expenses may be covered for in-person interviews where the role is home-based.)