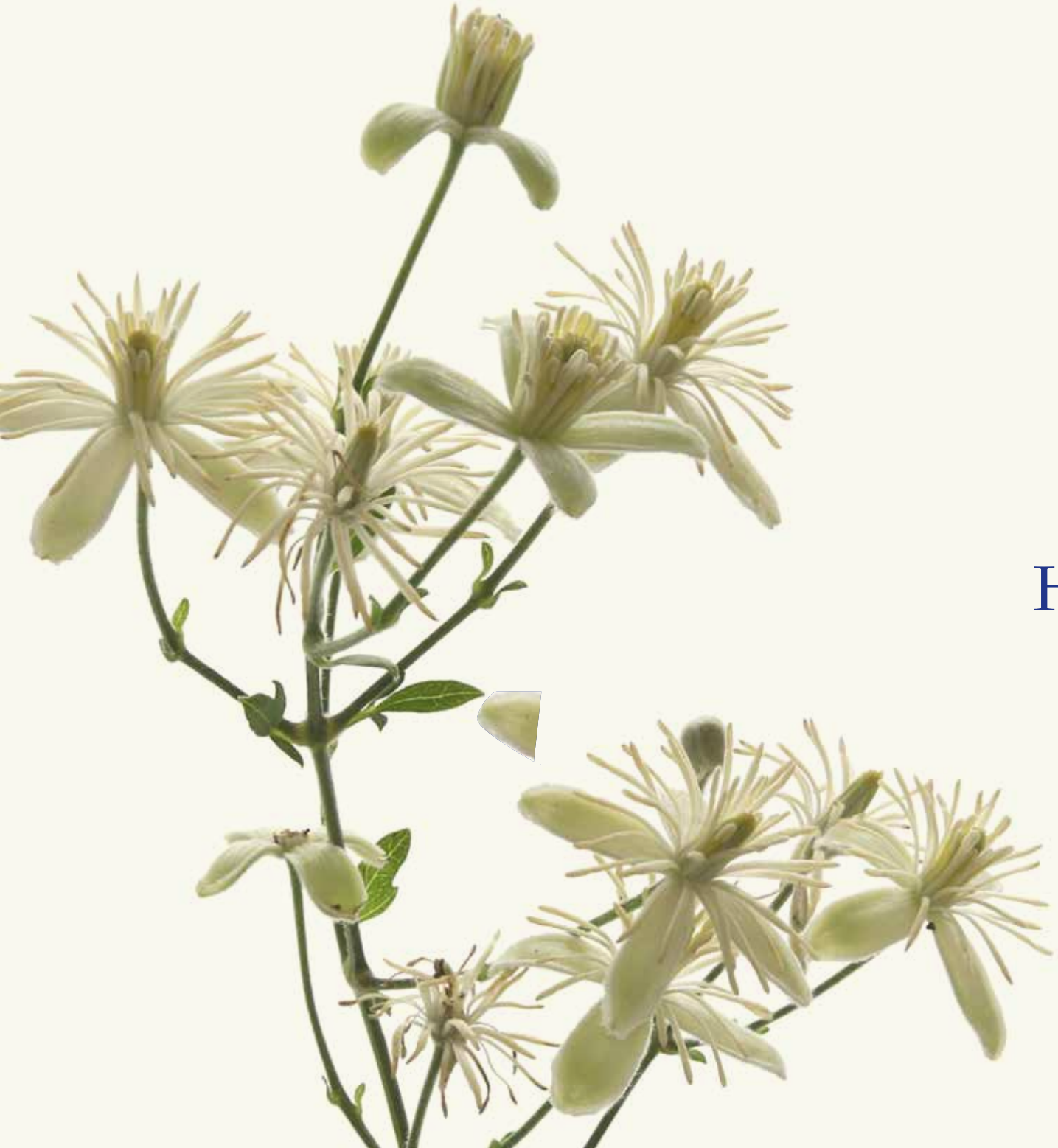


Healingherbs® Ltd

MANAGING DIRECTOR CANDIDATE PACK

ABOUT HEALING HERBS

Healing Herbs was founded more than thirty years ago by Julian Barnard with a simple purpose: to make Bach flower essences according to the original directions of Dr Edward Bach and to make knowledge about the essences freely available to people around the world.

That purpose remains at the heart of the company today.

Healing Herbs is a small, independent company with an international reach. We employ a small team across essence-making, production, administration and order fulfilment and work with a network of distributors and partners in the UK and around the world.

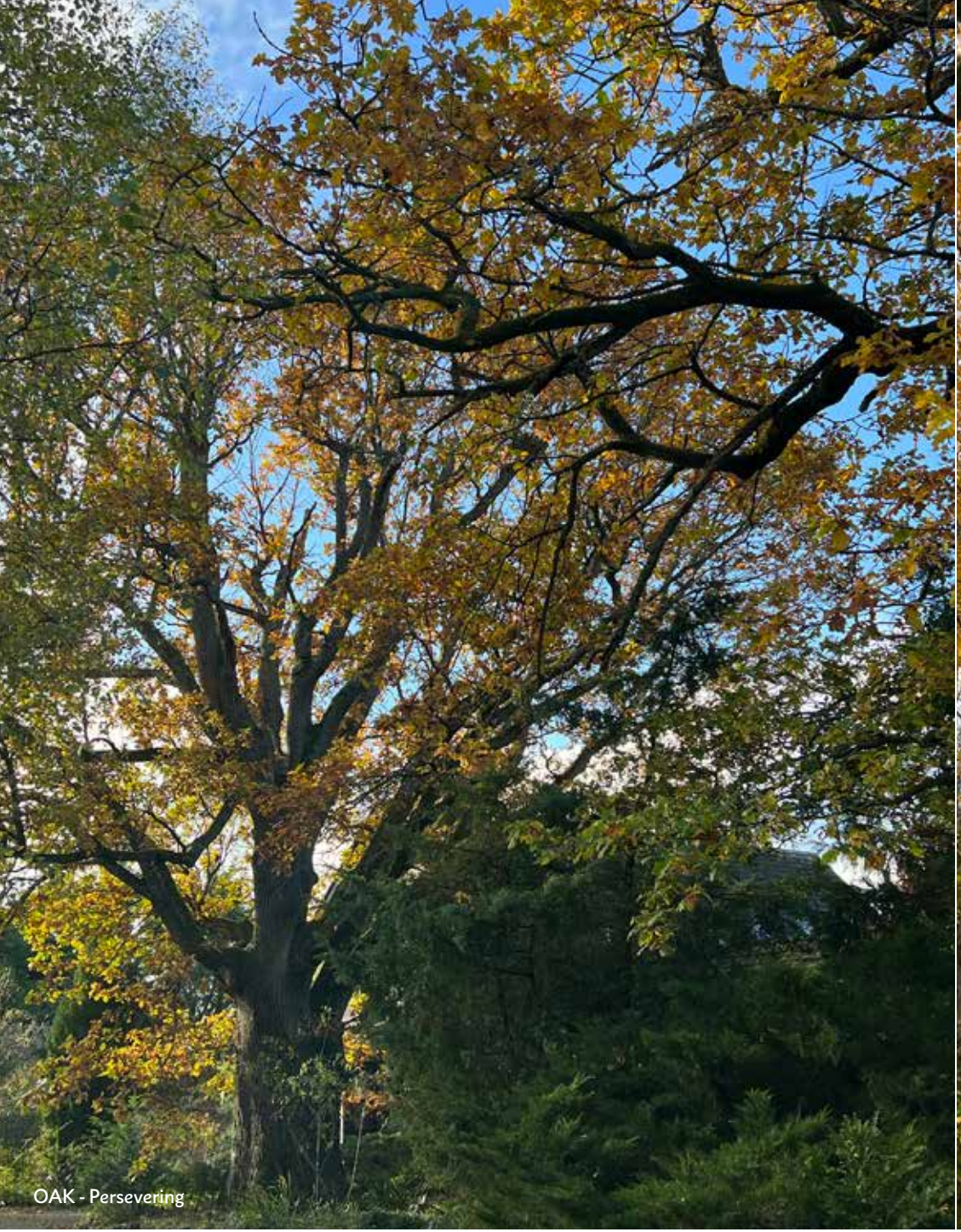
Based in the Welsh Marches, on the border between England and Wales, our buildings sit within five acres of gardens where many of the plants used to make our essences grow.

Healing Herbs is now entering a new chapter. We are looking for a Managing Director who can build on what has been established, working with the team to guide the company into its next phase while remaining true to the principles on which it was founded.

Healing Herbs is currently transferring into the ownership of the Windblown Trust, an educational trust.



WILD ROSE - Apathy


OAK - Persevering


ASPEN - Unreasoning fears

The Bach Flower garden with the Study Centre in the background

THE ROLE

We are looking for a Managing Director who understands the importance of what has been built and who can also see where the business can develop. The role combines stewardship with commercial leadership.

You will be responsible for the overall direction and financial health of the company, creating a clear strategy for its future, developing sales and markets, building strong relationships with distributors and suppliers and supporting and leading a small, experienced team.

You will also become an important public representative of Healing Herbs. You don't need to arrive as an expert in Bach flower essences, but you will need a genuine interest in the work and a willingness to develop a deep understanding of the products, their principles and their uses. Over time, you will need to be able to speak about Healing Herbs with knowledge and conviction, whether with a distributor, a customer or an audience at a conference.

This is a small company, so **the role is both strategic and hands-on.** We are looking for someone who is comfortable working closely with the team, who listens before making changes and who can bring clarity and direction.

The Managing Director will report to the Chair of the Board of Trustees. The Board has oversight of the financial health of the company and will approve the business development plan.



STAR OF BETHLEHEM - Needing comfort in distress

THE BUSINESS

Healing Herbs has grown steadily over more than thirty years and has established relationships with distributors and customers around the world. It has remained independent and self-funding. **The next Managing Director will build on those foundations and develop a clear and realistic strategy for the future.**

There is more we can do to develop our existing markets, strengthen relationships with international distributors, grow our presence in the UK and explore new routes to market. At present, Healing Herbs has no dedicated sales operation and much of its international distribution network has developed organically over time.

The MD will need to bring greater commercial focus to the business: **understanding where opportunities lie, looking closely at costs, margins and profitability and making good decisions about where to invest time and resources.**

Relationships are an important part of how Healing Herbs works. You will build and maintain good relationships with distributors, suppliers and the other people and organisations the company relies upon, as well as developing new relationships that can support its future.



CLEMATIS - For dreamers, those who are absent minded

THE REMEDIES

At the heart of Healing Herbs are the Bach flower essences themselves.

We make our essences according to the original directions of Dr Edward Bach, taking great care over the plants, ingredients and methods we use. We aim to make flower essences of exceptional quality and integrity.

The Managing Director will have overall responsibility for ensuring that these standards are maintained, working closely with the people responsible for essence-making, production and manufacturing.

They will also need to understand the regulatory environment in which the products are sold. Bach flower essences sit within different regulatory categories in different countries, so the MD does not need to be a regulatory specialist but will need to ensure that the right expertise is in place when it is needed.



THE KNOWLEDGE

Healing Herbs is about more than making and selling flower essences.

Making knowledge about Bach flower essences freely available and helping people understand how they can be used is an important part of why the company exists. Today this includes a free online study programme, publications and an extensive educational resource.

The Managing Director will help ensure that this continues and develops alongside the commercial business.

They will also become an important ambassador for Healing Herbs: developing relationships within the Bach flower and wider wellbeing communities and representing the company at meetings, events and conferences in the UK and internationally.

We are looking for someone who will develop a genuine understanding of the remedies and who believes in the value of what Healing Herbs does, so that they can represent the company naturally and with passion.

.



WHAT YOU'LL BE RESPONSIBLE FOR

STRATEGIC LEADERSHIP

- Develop and deliver a clear strategy for the next phase of Healing Herbs.
- Work with the Board and team to translate that strategy into realistic plans and priorities.
- Lead the company through a period of transition, building on its strengths while identifying where change and development are needed.
- Keep the company's purpose and values at the heart of decision-making.

FINANCIAL MANAGEMENT

- Take overall responsibility for the financial health and profitability of the company.
- Prepare annual budgets and business plans for approval by the Board of Trustees and provide regular progress reports throughout the year.
- Lead budgeting, forecasting and financial planning, working with the company's accountants and advisers as needed.
- Monitor performance, costs and margins and provide clear financial reporting to the Board.
- Make sound decisions about investment and resources, balancing opportunity with the long-term sustainability of the business.

SALES AND BUSINESS DEVELOPMENT

- Develop a clear sales and marketing strategy for the UK and international markets, informed by a strong understanding of the business, its products and the markets in which they are sold.
- Strengthen existing distributor relationships, understand the needs of individual markets and identify how Healing Herbs can best support their growth.
- Build a better understanding of how Healing Herbs' products are reaching customers and where opportunities for growth lie.
- Develop the company's sales capability, including considering where additional expertise or resource may be needed.

PEOPLE AND OPERATIONS

- Lead and support the Healing Herbs team, creating a positive, collaborative working environment.
- Work closely with those responsible for essence-making, production, sales, administration and fulfilment, ensuring that the business operates effectively.
- Maintain strong relationships with key suppliers and external partners.
- Ensure appropriate systems, processes and expertise are in place across the business, including regulatory compliance.

REPRESENTATION AND RELATIONSHIPS

- Represent Healing Herbs with distributors, partners, customers and the wider Bach flower community.
- Develop relationships and networks in the UK and internationally.
- Speak on behalf of Healing Herbs at meetings, conferences and other events.
- Support the continued development and sharing of Healing Herbs' educational work

ESSENTIAL SKILLS, EXPERIENCE & QUALITIES

- Senior leadership experience in a small or medium-sized business, with responsibility for commercial and financial performance.
- Strong commercial judgement and the ability to translate ideas into practical business plans
- A good understanding of financial management, including budgeting, forecasting, margins and profitability.
- Experience of developing UK and international sales, including exporting to EU markets and working with international distributors.
- The ability to listen and lead a small team collaboratively, bringing people with you through periods of change.
- Strong relationship-building skills and the ability to work well with distributors, suppliers, partners and advisers.
- An approach that combines strategic thinking with a willingness to be hands-on when needed.
- A genuine interest in Bach flower essences and a willingness to develop the knowledge needed to represent Healing Herbs with understanding and passion.

DESIRABLE EXPERIENCE

- Natural health, wellbeing, food, supplements or another relevant product sector.
- The confidence and communication skills to represent Healing Herbs publicly, including speaking to groups and at events.
- Working within a regulated product environment.
- Marketing and brand development.
- Working in a founder-led, family or values-led business.

THE DETAILS

SALARY
Competitive and dependent on experience.

HOURS
Full time.

LOCATION
Primarily based at Healing Herbs in the Welsh Marches. Some flexibility may be possible once established in the role.

PENSION
A pension package will be agreed according to the circumstances of the successful candidate.

BONUS
Annual performance-related bonus, agreed with the Board of Trustees.

REPORTING
The Managing Director reports to the Chair of the Board of Trustees, with an annual report and business plan presented each spring, together with an interim progress report during the year.

HOW TO APPLY

Upload your CV and a covering letter outlining your interest in Healing Herbs and the experience you would bring to the role to this link

Applications close: Noon 27.11.26

Any questions about the role before applying please contact [name/email].



WILD OAT - Lack of direction


Healingherbs®
Ltd