



Person Specification

Chief Executive Officer (CEO)

Purpose of the Role

The Chief Executive Officer will provide inspirational leadership to Dragonfly Cancer Trust, ensuring the charity delivers its mission to support children, young people and families affected by cancer. The CEO will work closely with the Board of Trustees to develop and implement strategy, drive sustainable income growth, maintain effective governance, and lead a high-performing team that maximises impact for beneficiaries.

Essential Knowledge & Experience

Leadership & Management

- Proven senior leadership experience, ideally within the charity, healthcare, not-for-profit or public sectors.
- Demonstrable experience leading and developing teams through periods of growth and change.
- Experience translating strategic objectives into operational delivery.
- Track record of creating a positive, values-led organisational culture.

Strategic Development

- Experience developing and implementing organisational strategy.
- Ability to identify opportunities for growth, innovation and partnership development.
- Experience of managing organisational performance against agreed objectives and KPIs.

Fundraising & Income Generation

- Proven success in securing and growing income from multiple sources, including:
 - Corporate partnerships

- Trusts and foundations
- Individual giving
- Community fundraising
- Major donors
- Experience developing sustainable income strategies.

Financial & Operational Management

- Experience managing budgets and financial performance.
- Understanding of financial planning, forecasting and resource allocation.
- Experience overseeing operational delivery and organisational risk management.

Governance

- Experience working with Boards or Trustees.
- Strong understanding of charity governance and regulatory responsibilities.
- Knowledge of safeguarding, data protection and charity compliance requirements.

External Relations

- Experience acting as an ambassador and public representative for an organisation.
- Strong networking and relationship-building skills.
- Experience engaging with senior stakeholders, partners, supporters and volunteers.
- Excellent media and public speaking skills.

Skills & Abilities

Leadership

- Inspirational and motivational leadership style.
- Ability to bring people together around a shared vision.
- Strong decision-making and problem-solving skills.
- Resilient and adaptable when operating in a changing environment.

Communication

- Exceptional verbal and written communication skills.
- Ability to engage effectively with a wide range of audiences, including beneficiaries, supporters, funders and trustees.
- Strong influencing and negotiation skills.

Strategic Thinking

- Able to think both strategically and operationally.
- Capable of balancing long-term opportunities with day-to-day priorities.
- Uses data and insight to inform decisions.

Relationship Management

- Builds credibility and trust quickly.
- Develops effective partnerships and collaborations.
- Comfortable representing the charity at national, regional and local levels.

Personal Attributes

The successful candidate will demonstrate:

- Passion for Dragonfly Cancer Trust's mission and values.
- Strong empathy and emotional intelligence.
- Integrity, honesty and accountability.
- Energy, enthusiasm and drive.
- Compassionate leadership style.
- Commercial awareness and entrepreneurial thinking.
- Ability to work collaboratively with trustees, staff, volunteers and supporters.
- Commitment to inclusion, equality and diversity.

Qualifications

Essential

- Educated to degree level or equivalent professional experience.
- Leadership, management or fundraising qualification.

- Experience of digital fundraising and supporter engagement.

Desirable

- Relevant charity, healthcare or business management qualification.
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Desirable Experience

- Experience leading a small-to-medium-sized charity.
- Experience delivering organisational growth and transformation.
- Experience managing geographically dispersed staff and volunteers.