

Trustee Candidate information pack (commercial expertise)



Help shape the future of Blue Cross through commercial insight, strategic leadership and sustainable growth.

Blue Cross has been helping sick, injured and homeless pets since 1897. Today, we are seeking an experienced commercial leader to join our Board of Trustees and help ensure we continue to deliver impact for pets and the people who love them.





Welcome from our Chair and CEO

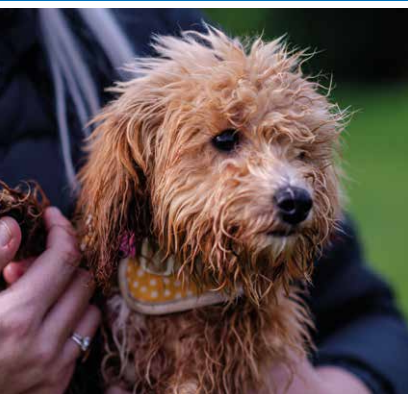
Thank you for your interest in becoming a Trustee of Blue Cross.

Blue Cross exists to help pets and the people who love them. Every month we support thousands of pets and their owners through veterinary care, rehoming, behaviour support, pet food banks, education, campaigning and pet bereavement services. Our vision is simple: every pet will enjoy a healthy life in a happy home.

As we continue to grow our reach and impact, commercial thinking and innovation are increasingly important. We must ensure that we make the most effective use of our resources, identify new opportunities, strengthen our brand and build long-term financial sustainability to support our charitable purpose.

The Board's future needs have been considered in light of Blue Cross' strategic priorities and organisational ambitions. We are therefore seeking a Trustee with significant commercial expertise who can bring strategic insight, business acumen and constructive challenge to Board discussions. This is an exciting opportunity to help shape the future direction of Blue Cross, supporting the charity's long-term sustainability and our mission to improve the lives of pets and their people.

If you share our passion for animal welfare and want to contribute your expertise to a purpose-driven organisation, we would be delighted to hear from you.



A stylized, handwritten signature in black ink, appearing to read 'Beth Brook'.

Beth Brook
Chair

A handwritten signature in black ink, clearly legible as 'Chris Burghes'.

Chris Burghes
Chief Executive



Who we are

Blue Cross has been changing the lives of sick, injured and homeless pets since 1897. We believe that pets and their people should be able to enjoy lifelong care and support, and we will not rest until that becomes reality.

Our vision

Every pet will enjoy a healthy life in a happy home.

Our values

Compassionate

We listen, we are non-judgemental, and we support pets and people through difficult times.

Courageous

We make brave decisions, embrace change and always act with integrity.

Inclusive

We value diversity, celebrate difference and empower people to be themselves.

Our work

Our work is broad and varied, reflecting the complex needs of pets and their owners. We provide:

Rehoming

Finding loving homes for cats, dogs, horses and small pets.

Veterinary care

Supporting sick and injured pets when families cannot afford treatment.

Behaviour support

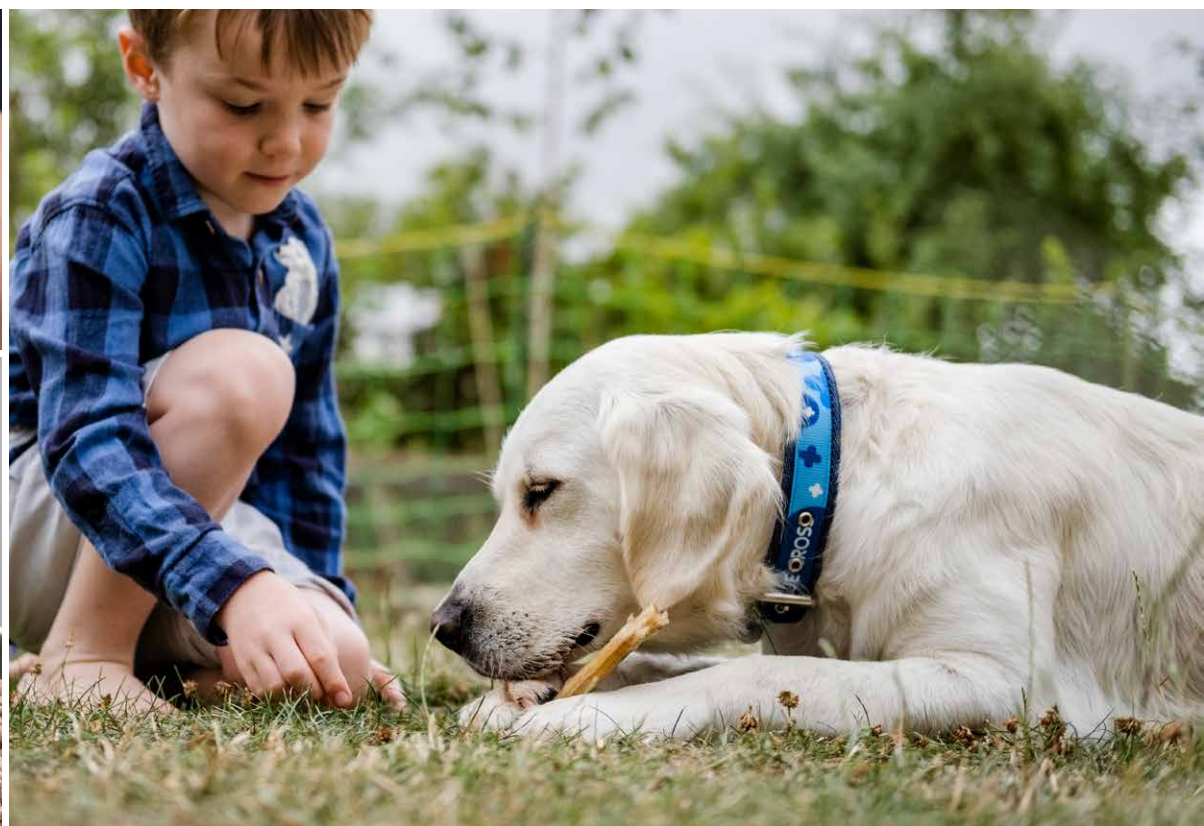
Helping pets and people live healthy and happy lives together.

Education

Providing advice, guidance and learning opportunities for pet owners and communities.

Pet bereavement support

Supporting people after the loss of a beloved companion.



The opportunity

We are looking for an experienced commercial leader to join our Board of Trustees. This role will provide valuable commercial expertise, helping Blue Cross identify opportunities, navigate challenges and strengthen its long-term sustainability.

The successful candidate will contribute to strategic decision making and bring an external perspective drawn from senior leadership experience within commercial environments.

The Trustee will work collaboratively with fellow Board members and the Executive Team, helping ensure that Blue Cross remains financially resilient, innovative and well positioned to achieve its strategic ambitions.

The role

Purpose

As a Trustee, you will contribute to the effective governance and strategic direction of Blue Cross, ensuring the charity delivers against its vision, purpose and values.

In addition, as a member of the Board with commercial expertise, you will provide insight and constructively challenge on matters relating to:

- Commercial strategy and business development
- Organisational growth and sustainability
- Strategic partnerships and collaborations
- Customer and supporter experience
- Brand development and market positioning
- Innovation and transformation
- Income diversification
- Commercial risk and opportunity assessment

Key responsibilities

As a Trustee you will:

Governance and strategy

- Contribute actively to the strategic leadership of Blue Cross.
- Ensure the charity operates within its charitable objectives and regulatory responsibilities.
- Support sound governance and effective decision making.
- Help monitor organisational performance against strategic priorities.
- Ensure risks and opportunities are appropriately considered.
- Support the long-term sustainability and resilience of the charity.

Commercial expertise

- Provide independent commercial insight and constructive challenge to Board discussions.
- Support the development and evaluation of strategic opportunities.
- Contribute expertise in business growth, transformation and innovation.
- Provide advice on market trends, customer expectations and commercial best practice.
- Offer independent expertise and strategic counsel to support effective decision making, while respecting the distinction between governance and operational management.
- Bring an external perspective on commercial partnerships, income generation and organisational sustainability.
- Support the Board in understanding commercial risks and opportunities associated with strategic decisions

Ambassadorial role

- Act as an advocate for Blue Cross and its mission.
- Support the growth and influence of the organisation through your experience and networks.
- Build positive relationships with stakeholders and partners where appropriate.
- Promote the charity's reputation and values.

Person specification

Essential experience

- Significant senior leadership experience within a commercial environment.
- Proven track record of developing and delivering organisational growth and strategic outcomes.
- Experience leading commercial strategy, business development or transformation initiatives.
- Strong understanding of financial performance, sustainability and organisational resilience.
- Experience influencing decision making at Board, executive or senior leadership level.
- Experience managing complex stakeholder relationships.

Desirable experience

- Previous trustee, non-executive director or board-level experience.
- Experience within a customer-focused organisation.
- Expertise in one or more of the following:
 - Commercial strategy
 - Brand and marketing
 - Retail or consumer services
 - Digital transformation
 - Business development
 - Strategic partnerships
 - Innovation and growth
- Experience working with purpose-led organisations or charities.
- Knowledge of emerging commercial trends and changing consumer behaviours.
- Good understanding of the distinct responsibilities of trustees and executives, including how effective governance, oversight, support and challenge enable both to work together in achieving the charity's objects and long-term strategy.

Knowledge and skills

We are seeking someone with:

- Strong strategic and commercial judgement.
- Excellent analytical and problem-solving skills.
- A good understanding of organisational governance and risk management.
- The ability to balance commercial considerations with charitable purpose.
- Strong communication and influencing skills.
- The ability to contribute constructively to complex Board discussions.
- A collaborative and solution-focused approach

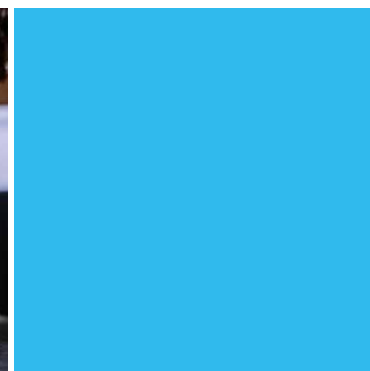
Personal qualities

You will demonstrate:

- A genuine commitment to the mission and values of Blue Cross.
- A commitment to equity, diversity and inclusion.
- High levels of integrity and personal credibility.
- Strategic curiosity and independent thinking.
- Strong interpersonal and relationship-building skills.
- Good judgement and a willingness to challenge constructively.
- The ability to work collaboratively and support collective decision making.
- Passion for helping organisations achieve sustainable impact.

Diversity and inclusion

- Blue Cross is committed to creating a Board that reflects the communities we serve.
- We welcome applications from candidates from all backgrounds and particularly encourage applications from groups currently underrepresented on charity boards.
- We value the different perspectives, experiences and ideas that diversity brings and are committed to creating an inclusive environment where everyone can contribute and thrive.



Terms and commitment

Term of office

Three years, with the possibility of reappointment for a further term, subject to Board approval.

Time commitment

Trustees should be able to commit approximately 1 to 2 days per month to the role. This includes:

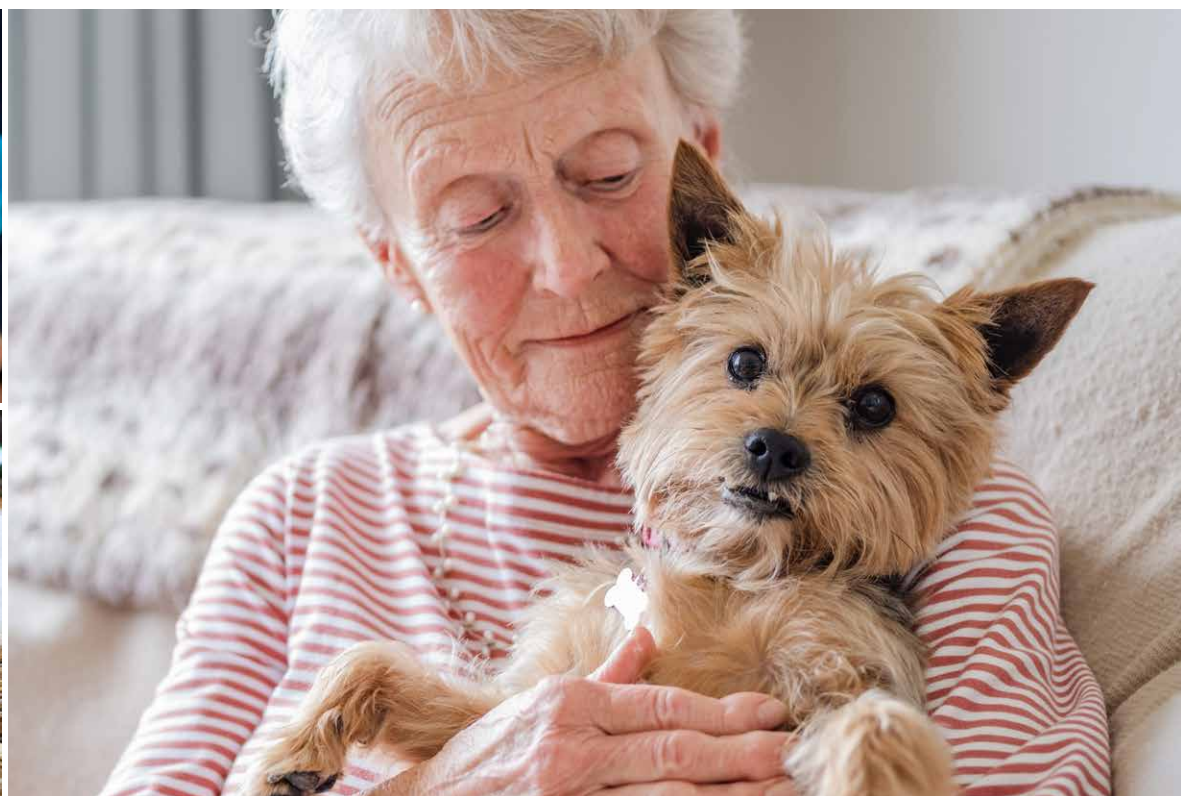
- Attendance at quarterly Board meetings
- Participation in Board development sessions and strategic discussions
- Membership of two Board committees, each meeting four times per year for approximately 2.5 hours, plus preparation and reading time

- Preparation for Board and committee meetings, including reviewing papers and supporting materials
- Occasional attendance at events and stakeholder engagement activities
- Opportunities to contribute to short term task and finish groups in areas aligned to individual skills, expertise or interests

Remuneration

This is a voluntary role and is not remunerated.

Reasonable expenses will be reimbursed in accordance with Blue Cross policy.



How to apply:

To apply, please submit:

- An up-to-date CV
- A supporting statement outlining:
 - Your motivation for joining Blue Cross
 - How you meet the person specification
 - The commercial expertise you would bring to the Board

Closing date:

Tuesday 25 August 2026

First interviews:

Week commencing 14 September 2026

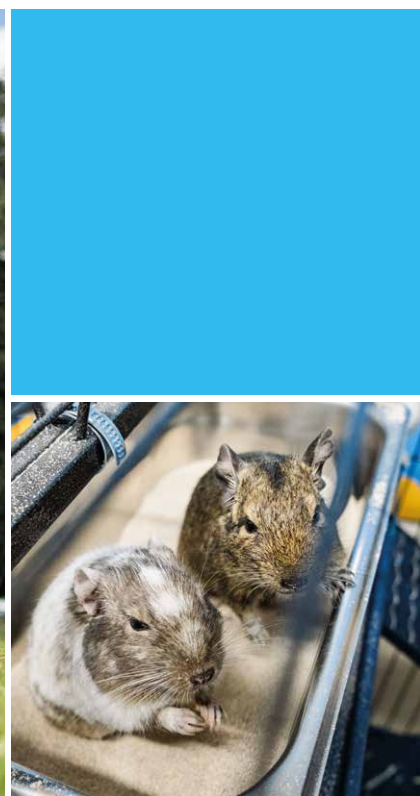
Second interviews:

Week commencing 21 September 2026

Join us

This is an opportunity to use your fundraising expertise to help shape the future of animal welfare across the UK.

Together we can help ensure that every pet enjoys a healthy life in a happy home.





If you would like further information about our work,
please call our supporter care team on:

0300 790 9903
info@bluecross.org.uk
bluecross.org.uk

Registered charity number: 224392 (England and Wales), SC040154 (Scotland).



Pets change lives
We change theirs

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