



Giving kids with limited life unlimited possibilities



CHIEF EXECUTIVE OFFICER – LIFELITES

CANDIDATE RECRUITMENT PACK

Chief Executive Officer



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Welcome and overview

Thank you for your interest in the role of Chief Executive Officer for Lifelites.

Lifelites development and successes:

Lifelites is a unique charity, with a small friendly team, donating and maintaining specialist technologies to help life-limited and disabled children to live their best lives. With just seven staff, we have built our reputation as a partner to children's hospice services. No two children's hospice services are the same and they say they could not do what we do, because we do not just donate the equipment. We research the best new technologies, consult with the hospice staff and pilot new equipment to ensure it is suitable for use by their children. Then we fundraise, buy in bulk to get the best prices, and professionally install the technology. We train the care staff on how to use the technology and maintain it in good working order for these children for whom every second counts.

The original concept for Lifelites grew from a Millennium partnership between the Worshipful Company of Information Technologists and the Freemasons. 15 years ago, Lifelites became an independent charity raising all our own funds. As a third party delivering our donations within other charities, we do not generally have access to users' families for donations and are conscious not to dilute the hospices' own fundraising. Instead we seek case studies, video and photographs from them to illustrate the impact of our technology on their children. Over the years we have trialled activities to find suitable fundraising methods for Lifelites and we now have an ongoing, proactive programme to garner support for Lifelites from individuals, companies (particularly in the video games industry), charitable trusts, Liveries and Freemasons.



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For our project work, we take our cue from the children’s hospice services themselves, aiming to donate the most pertinent and practical technologies which are going to help their children to play, to be creative, to control something for themselves and communicate – irrespective of their abilities. As the children’s hospices have developed their services, so Lifelites has transformed what we do. And many of the items we donate now have been developed by Lifelites to suit the specialist circumstances of children’s hospice care, such as our own Eyegaze package and Interactive Entertainment Hub. The Lifelites ‘Tech Trunk’ emerged as a response to the growth in children’s hospice at home, to help care staff transport our most portable technologies, wherever they are providing their support: in the hospices, in the children’s homes or in hospitals.

In common with many other charities, we responded to the new circumstances created by the pandemic by reinventing our support and services. Children’s hospices worked hard to keep caring for families in desperate need, and we sought to make sure their children had access to our technologies at that most critical time. We took our training online and delivered our technology safely. We worked to keep in contact with our stakeholders through video e-news bulletins and video meetings. We even recreated our hospice staff conference and donor celebrations in video format too, actually reaching wider audiences into the bargain.

It is a constant challenge to keep up with technology developments; every year there is something new to test and consider. The same is true of the demand and changes in the children’s hospice movement. Last year, a long awaited survey indicated that there are around 100,000 children in the British Isles who need the support of the children’s palliative care services. Now children’s hospices are seeking solutions to how they can reach more of those in need, and Lifelites is determined to be there to partner them in those developments.

Lifelites has gained recognition for its work on several occasions, winning the Digital Leaders and Tech4Good Awards, as well as being acknowledged by the Civil Society’s Charity Awards and the Children and Young People Now Awards.

<i>Years of operation</i> 1999 - date	<i>Total number of new packages delivered</i> Over 250	<i>Frequency of new packages at each site:</i> Once every four years
<i>Current number of projects:</i> 57	<i>Number of children currently supported:</i> 10,000	<i>Our project partners:</i> Every children’s hospice service in the British Isles
<i>Project locations:</i> England, Isle of Man, Jersey, Northern Ireland, Republic of Ireland, Scotland and Wales		<i>Types of hospice care for children and young people:</i> Children’s hospice building, baby hospice, hospice at home, Young Adult Transition



The difference Lifelites makes:

Karen, Lois' mum: "Lois is a very clever and funny little girl locked in a body that doesn't do as it is told. You can have a laugh and a joke with Lois and she really listens to everything people say to her. *She knows exactly what she wants but she is unable to tell us, which as parents is just heart-breaking.* We have tried a number of communication aids with Lois, including the use of switches and auditory lists, both of which are good for developing Lois's ability to choose, but don't allow her a great level of independence. So to have the technology available [Lifelites Eyegaze] for Lois to use more independently and to communicate, is a dream come true for us and for her. It takes her a step towards having the voice she deserves."

Charlton Farm, Somerset: "Many parents or carers find it difficult to think of activities as a family, especially in end of life situations. So the Interactive Entertainment Hub will give them an opportunity to watch films, play games and listen to music as a whole family, making precious memories together."

St Oswald's, Newcastle: "Most of our children have very little autonomy because of their extensive physical, sensory and learning disabilities, so they love being able to 'take control' of the Magic Carpet. Their actions have an immediate and very obvious effect, which is both hugely fun and enormously satisfying!"

Alan, Shay's dad: "Video games have been fantastic for Shay. They keep him believing he's a normal kid; he wouldn't be able to play football with friends in the backyard, but he can play Fifa. It provides a shared interest, and it lets him compete on the same level, even though he has a disability. Shay doesn't know a lot about his condition, but he knows he's different from other children. This gets him away from it. He doesn't think about his feeding tube or his medicines, we just deal with it as he plays."

Tariq, Fahan's dad: "Farhan used to enjoy games like Fifa and Tekken; he used to be really good at them. But gradually, he wasn't able to control the game as well as his siblings, so he was always losing – that became a bit of an issue. Now they've set up the Xbox at Keech Hospice Care with the adaptive controller, he's 100% better, he's got that enjoyment back. And the more he uses it, the more he's honing his fine motor skills, so it's also an exercise for him."



Our values:

Communication - We are open and honest with our supporters, partners, beneficiaries, colleagues and volunteers.

Respect - We value and respect the people we serve, the partners we work with and our staff. We value hard work, inclusivity, positivity and learning from mistakes and experiences.

Innovation - We monitor advances in assistive and inclusive technology to ensure our packages reflect the latest innovations suitable for children's hospice services users. We meet our service goals by anticipating and creatively responding to change to remain relevant to the requirements of children and young people using hospice services. We keep abreast of new fundraising opportunities and trends to help us continue to fund our projects.

Supportive - We will show empathy and awareness to everyone we work with and focus on building nurturing and caring relationships through teamwork and consideration of others. We work collaboratively to meet deadlines and remain mindful of others' workloads.

Professional - We are reliable, trustworthy and have a strong work ethic. We strive to consistently deliver high quality services with timeliness and efficiency, and welcome comments on our performance.

Stewardship - We keep Lifelites supporters, volunteers, and the partners we work with up to date about the work that we do and how we do it. We value and respect the environment and care for the resources entrusted to us.

Lifelites' relationship with the MCF (Masonic Charitable Foundation):

Lifelites was originally founded as a Millennium project of the Royal Masonic Trust for Girls and Boys (RMTGB). Since becoming a registered charity in 2006, we have continued to benefit from the generous pro bono support of the RMTGB and its successor, the Masonic Charitable Foundation. This takes the form of office facilities, financial management, professional HR services, networking opportunities with Freemasons and more. It is thanks to this significant contribution that more of the funds we raise can be spent directly on supporting life-limited and disabled children.



Role description:

The Chief Executive Officer reports directly to the Chair of Lifelites Trustees' Board and has a team of seven, based in modern offices in Covent Garden, London. Direct reports are Head of Projects and Hospice Staff Training; Head of Fundraising and PR and the PA/Office Coordinator.

The role has responsibility for leading the Charity to raise funds and deliver high quality and pertinent assistive technology projects for life-limited and disabled children using hospice services. This will include leading the overall development of the Charity, ensuring all aspects of governance, projects, service delivery and fundraising are delivered to meet regulatory and service users' high expectations. Annual budget responsibility is circa £750,000 and the Charity's assets are circa £4,000,000.

There is a requirement for regular travel around the British Isles, visiting children's hospices and networking and raising awareness of the Charity's purpose, which will involve attending events in the evenings and therefore requiring overnight stay.

Responsibilities:

- **Governance** – Carrying out company secretarial duties on behalf of the Chairman to ensure governance is managed and reported to the Charity Commission, to regulatory standards
- **Fundraising and PR** – Managing the Head of Fundraising and PR and external bodies to ensure targets are met. Providing analytics and update reports for the members of the Fundraising and PR Committee. Ensuring fundraising is delivered to Chartered Institute of Fundraising standards
- **Networking** – Acting as the figurehead and senior spokesperson for the Charity to support development and fundraising initiatives
- **Delivery of Children's Technology Projects** – Managing the Head of Projects and Hospice Staff Training to ensure all projects are well executed and remain pertinent to children's hospice audiences. Working with members of the Charitable Projects Committee and Technical Advisory Panel to inform our development and select appropriate technology additions.
- **Embedding of the Charity's digital strategy** – Ensuring up-to-date digital business tools are effectively utilised across the organisation to ensure the Charity has modern and efficient processes to achieve its objectives
- **Financial management** – Overseeing the financial processing, and working with the Treasurer and the Group Finance Director of the Masonic Charitable Foundation (MCF) and their team to ensure finances are managed and reported to auditable and Charity Commission standards
- **Leadership** of a small team to ensure that effective recruitment, induction and training is provided relevant to each role, and to ensure the team are fully engaged to achieve their objectives to meet the Charity's strategic aims of raising the funds in order to develop our contributions alongside developments in the children's hospice movement.
- **Working effectively with the MCF** – Act as the lead contact, developing a strong working relationship with key stakeholders



Person Specification:**Qualifications****Essential**

- Degree or professional equivalent

Experience**Essential**

- Significant experience of people management, including working with volunteers
- Significant experience in a senior leadership role
- Working for a Charity as a volunteer or by employment
- Experience in developing and working in partnership relationships with third party organisations
- Strong commercial awareness of managing and delivering projects within a governance framework
- Considerable fundraising experience, preferably within the community, charitable trusts and corporate disciplines
- Public speaking to promote awareness and gain support from external audiences for fundraising initiatives
- Strong financial awareness and effective budget management

Knowledge**Essential**

- Fundraising, campaigning and charity appeals management
- Safeguarding of vulnerable people
- Corporate Governance including Charity Commission regulations
- Financial management
- UK legislation including GDPR; Employment Law
- Strong understanding of social media and digital fundraising

Desirable

- An understanding of:
 - Assistive and inclusive technologies
 - Children's hospice care
 - Freemasonry



Skills

Essential

- Strong leadership
- A strategic thinker with a strong vision for development
- Effective interpersonal skills and ability to inspire and motivate a team
- Ability to build effective strategic partnerships with key stakeholders
- Good verbal communication skills, including the ability to present and speak to external audiences
- Strong problem solving skills
- Strong organisational and time management skills

Personal qualities

- Leading with empathy
- A passion for making a difference
- Fortitude and resilience

Terms of Appointment

Salary

Circa £60,000

- 25 days annual leave (with an additional five days at the fifth anniversary) and a further three days leave over the Christmas and New Year period
- Pension - Employee Contribution of 3.5% and Employer's Contribution of 9% (rising to 12%)
- Private medical and dental scheme
- Death in service
- Permanent full time contract of 34 hours per week



How to Apply

To apply for this role, please provide the following documents:

- Up to date Curriculum Vitae – as a **word document, titled Surname, First Name, CV**
- Supporting statement of maximum two pages of A4 – as a **word document titled: Surname, First name, SS**

Please outline your interest in the role and your fit against the essential experience criteria in the person specification.

Please email your application to senerfodoy@lifelites.org by **5pm on 13 September 2021**. If you have any questions about the role or the process please email as above.

Timetable

Application deadline	5pm, 13 September 2021
Interviews with current CEO and Group HR Director, MCF	Tuesday 21 September or Thursday 23 September
Panel interviews	Thursday 7 October

Please indicate at your earliest convenience if you are unable to attend these interview dates.

Further reading:

www.lifelites.org

<https://www.lifelites.org/about-us/reports-and-accounts>

