



Candidate Brief for the position of

Chief Executive

ellenor



Introduction from Mac Cheema, Chair

Dear Applicant,

Thank you for your interest in the Chief Executive role at ellenor. We are at a pivotal moment in our journey, and we are seeking a leader who shares our deep commitment to compassionate care and community engagement. ellenor is more than a hospice - it is a lifeline for families across North Kent and Bexley facing the most challenging times of their lives.

We provide specialist palliative and end-of-life care for people of all ages, both in our hospice and in the comfort of their own homes. Our services include pain and symptom relief, respite, bereavement support, and emotional and spiritual care. These are built on the belief that everyone deserves a good death - one that is peaceful, dignified, and aligned with their wishes.

We are proud of our inclusive approach, actively working with diverse communities and faith groups to ensure our care is culturally sensitive and accessible. Our strategic plan, *Stronger Together*, reflects our commitment to collaboration - with the NHS, local authorities, and grassroots organisations - to meet growing demand and reduce hospital deaths.

As CEO, you will be accountable to the Board of Trustees and responsible for delivering our vision and values. You will lead a dedicated team, inspire innovation, and ensure excellence in patient care and family support. You will also play a key role in securing sustainable funding and fostering a culture of inclusion, transparency, and continuous improvement.

We are looking for someone who can provide visible, compassionate leadership - someone who understands the importance of empowering staff and volunteers, and who can build strong relationships with external partners and our local community.

This is a role for someone with heart, vision, drive and resilience. ellenor is a place where leadership truly makes a difference, not just to the organisation, but to every individual and family we support. If you are ready to lead with purpose and compassion, we would be honoured to have you join us.

Warm regards,

Mac Cheema
Chair of the Board of Trustees
ellenor

About ellenor

We are ellenor. Your local hospice charity, providing vital support to patients and families facing life-limiting illnesses in North Kent and Bexley.

At ellenor, we embrace life, offering support from the moment of diagnosis and beyond.

Our specialised services extend to both adults and children across Dartford, Gravesham, Swanley and Bexley.

For adults, we offer a range of essential services including an Inpatient Ward and Community Services - made up of Hospice @ Home and Care Home Support. We also provide Wellbeing and Therapeutic Services, designed to address people's physical, emotional, social, and spiritual needs.

For children and young adults, we provide specialised hospice care within the community, including end of life care, clinical nursing and oncology support in their own home, as well as respite and wellbeing services.

Our full range of services is available for children, young people and their families living in Gravesend, Dartford and Swanley. We also provide children's respite and wellbeing services within Bexley.

We support a core population of 335,000 people across North Kent and Bexley. As the population continues to grow, the demand for our services is set to increase significantly, yet we remain dedicated to providing essential care and support when it matters most.

Founded in 1985 by Graham Perolls, ellenor was inspired by a deeply personal vision: that everyone facing the end of life deserves the highest quality care, whether at home or in a hospice. Named in honour of Graham's parents, Ellen and Norman, the charity has grown from a grassroots initiative into a cornerstone of the Kent community. Over the years, ellenor has achieved several key milestones, including the opening of the Lions Hospice in Gravesend in 1992 following a major community fundraising effort, the launch of the UK's first children's hospice-at-home service in 1994, and the merger of The Ellenor Foundation and Lions Hospice in 2007 to form ellenorLions Hospices. In 2015, the organisation rebranded to ellenor, reflecting a renewed commitment to excellence and visibility. Most recently, in 2024, we opened our new Wellbeing Centre, expanding access to therapies and support for patients and families.

ellenor's non-clinical teams are essential to our mission. From fundraising and supporter care to retail shops and warehouse operations, they generate the vital income that sustains our services. Our office-based staff ensure smooth operations across departments, supporting both staff and volunteers with dedication and professionalism. At ellenor, every role contributes to a shared purpose: to provide life-changing care and support to those who need it most. Whether you're on the front line

or behind the scenes, everyone is part of a legacy of compassion, innovation, and community spirit.

Our Vision:

We are dedicated to enabling every person we support to have a seamless and personal experience, that meets their needs and wishes.

Our Mission:

We are respecting patients' dignity and independence, providing quality care and supporting them and their families to live with life limiting illnesses in their homes or our hospice.

Our Values:

We are inclusive, we are caring, we are focused.

- At ellenor, we are dedicated to enriching the lives of individuals facing life-limiting illnesses, offering support from the moment of diagnosis onwards and beyond. We understand the profound impact such conditions can have on patients, their loved ones, and friends, and we are here to care and support them throughout their journey.
- Our specialised services extend to both adults and children living in North Kent and Bexley.
- For adults, we offer a range of essential services including an Inpatient Ward, Hospice Care @ Home, Care Home Support Team and our Wellbeing Services.
- For children and young adults, we provide specialised hospice care within the community, including end of life care, clinical nursing and oncology support in their own home, as well as respite and wellbeing services.
- Our Wellbeing services are one of our most recognised and valued offerings. We provide comprehensive Respite and Wellbeing services, which include Play Therapy, Music Therapy, Counselling, Bereavement Support, and more. These services are designed to support the emotional and psychological well-being of both patients and their families, offering a holistic approach to care that addresses the needs of the whole person. By integrating therapies such as Play and Music Therapy alongside Counselling and Bereavement Support, we aim to enhance the quality of life for our patients and their loved ones, helping them find moments of joy and comfort during difficult times.

Awards and Accolades:

The efforts of our staff have been recognised, and there is much to celebrate, including:

- Winner of the 2024 Gravesham Business Awards
- Marking the opening of a new £5 million state of the art Wellbeing Centre in December 2024
- Celebrating 40 Years of Compassionate Care
- Rated "Outstanding" by the CQC in July 2025
- Awarded Bluewater's Charity of the Year in July 2025

Annual Reports and Publications:

Information below on our accounts for the year ending March 2024.

[Annual Reports and Accounts 2024](#)

Our Strategy:

Our Strategic Plan for 2024-2027 is focused on delivering high quality, bespoke, and inclusive palliative and end-of-life support for people with life limiting illness, their families and carers.

[Strategic Plan 2024-2027](#)

For further information, please visit our website: <https://ellenor.org/>



Scope and Job Purpose:

Accountable to the Trustee Board for the development and implementation of a strategy which delivers the vision, purpose and values of ellenor, and for providing inspirational leadership across the organisation.

- To convey the vision of ellenor, having credibility with staff volunteers and external partners.
- To ensure ellenor continues to play a lead role in all aspects of hospice and end-of-life care, locally and nationally.
- To take overall responsibility for the strategic leadership and management of the organisation in the execution of the Board of Trustees' policies and duties.
- Together with the Chair, support the Board of Trustees to fulfil its responsibilities, ensuring that the Board receives timely and appropriate advice and information on all relevant matters.
- To lead, direct and implement the organisation's vision, mission and objectives.

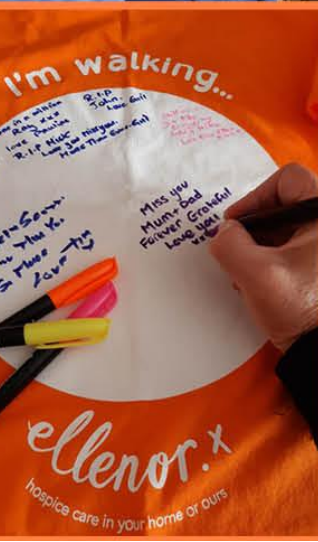
Main Duties and Responsibilities:

- To work in collaboration with the Directors and Senior Managers to maintain the focus of ellenor on excellence in patient care and family support.
- To ensure that the organisation has a long-term strategy to enable it to achieve its objectives. To monitor and review this strategy on a regular basis.
- To ensure that any projects commissioned by the organisation are completed on time and within budget.
- To provide visible leadership to the executive and senior management teams, ensuring the organisation's corporate philosophy and policies are consistent, pertinent and practised throughout the organisation.
- To lead by example in the management of the executive team including developing skills and capabilities through performance and appraisal reviews in line with the strategic objectives.
- To ensure that the organisation has the resources to progress and develop towards the achievements of its strategic objectives.

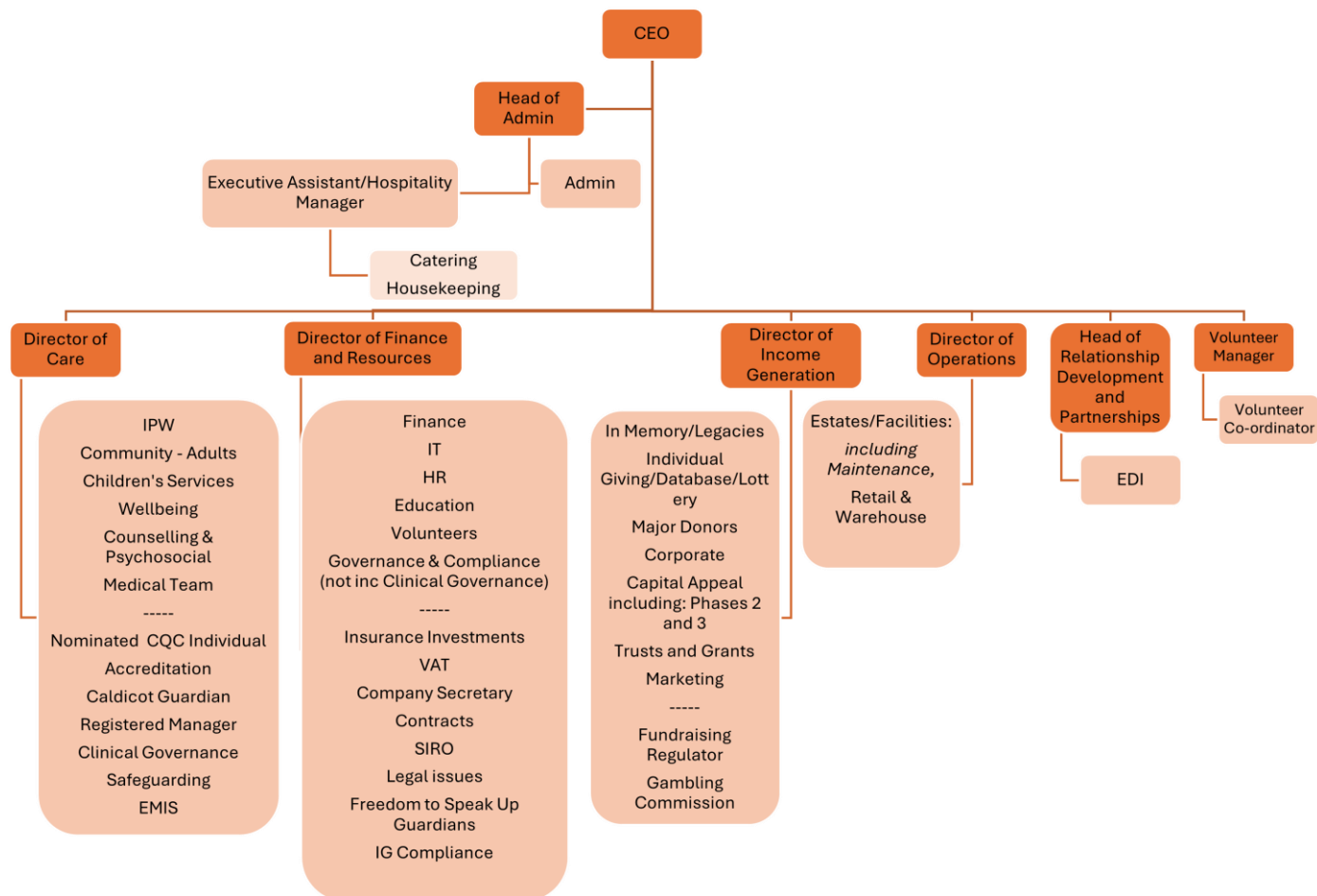
- To work with in collaboration with other Directors and senior managers in the maintenance of an effective system for the recruitment, management, training and developing of staff and volunteers to achieve the organisation's objectives and to implement its strategy, ensuring implementation of the Equality, Diversity and Inclusion Strategy. [Equality, Diversity & Inclusion Overview](#)
- To promote good communications, and the training and development of staff and volunteers throughout the organisation building an environment that attracts, retains and motivates a top quality and effective workforce.
- To encourage and develop a strong sense of team spirit across the organisation.
- To ensure the organisation is always presented in a professional and caring manner.
- To ensure that the necessary resources are provided and proper standards maintained for the protection of people and the organisation's assets, giving particular attention to:
 - Legal requirements
 - Health and Safety at work
 - Maintenance and security of property
 - CQC Regulatory Framework
- To build and maintain good relations with external stakeholders including government, statutory and voluntary bodies, together with other relevant organisations.
- To report regularly to the Board of Trustees on the progress of the organisation's work, together with any other matters which are relevant to the discharge of the Board of Trustees' responsibilities.
- To actively encourage and support the sharing of expertise through collaborative relationships with other hospices and health service providers in the area.
- To act as or appoint a CQC Nominated Individual.

Working with the Chair and the Board of Trustees:

- To ensure that items requiring the consideration of the Board are placed on the agenda of their meetings as appropriate.
- To report to the Chair and when appropriate to the whole board on an exception basis, both current and potential issues, events and incidents that present a legal, financial or reputational risk to the charity, its staff or to the patients and families we care for.
- To report regularly to the Board or Executive Committee as appropriate on the progress and wellbeing of the organisation and on all other matters relevant to the discharge of the Board's responsibilities.
- To formulate policy proposals for submission to and approval by the Board of Trustees.



Executive Leadership Team



The Candidate

(All criteria are essential unless stated otherwise):

- Degree Level Qualification and/or equivalent experience within a Care, Business, Management or Clinical Discipline.
- Proven track record of effective leadership and management of an organisation or large department/division, in a relevant regulated health or charity environment.
- Leading change at a senior level through collaboration and positive working relationships.
- Experience of working collaboratively with a Board of Trustees and encouraging an inclusive, open and transparent culture and approach.
- Broad commercial and strong financial management skills to include budget planning and cost control at a strategic level.
- Understanding of income generation and commissioning, and encouragement of a fundraising ethos across an organisation.
- Strong ambassadorial and influencing skills with ability to build outstanding internal and external relationships, develop collaborative opportunities and represent the organisation externally at a local, regional and national level.
- Demonstratable Senior Leadership and Director Level experience with a proven track record of enhancement and continual improvement.

Knowledge, Skills & Attributes:

- An empathy with the purpose and values of ellenor.
- A high level of self-awareness and emotional intelligence and to exercise good judgement.
- Ability to take tough decisions and bring a team with you.
- High level of personal empathy and integrity.
- Provide inspiring leadership to the organisation.
- High level of personal resilience with the ability to keep calm under pressure.
- Ability to manage multiple, conflicting demands.

Other Details:

Job Title: Chief Executive Officer (CEO)

Department: Executive

Contract Terms: Permanent Contract, Full Time 37.5 hours

Salary: c£110,000 (negotiable)

Benefits:

- 27 days Annual leave (excluding bank holidays)
- Pension scheme - 4% employer contribution (if transferred from existing NHS scheme, employer contribution increases to 14%)
- Company Sick Pay - Up to 26 weeks full pay, Dependant on length of service
- Employee Assistance program
- On site staff canteen
- Annual Eye care voucher scheme

Location: ellenor, Gravesend, DA11 7HQ

Accountable to: Chair of the Board of Trustees

Important Dates:

KEY INFORMATION	DATE
Closing date for applications	9am on Monday 22 nd September
Preliminary interviews with Berwick Partners	w/c 6 th October
Initial interviews with ellenor	w/c 20th October
Final panel interviews with ellenor	w/c 27th October

How to Apply:

To apply, please submit a CV along with a covering letter setting out your interest in the role and briefly summarising how you meet the criteria outlined in the **Person Specification**.

The preferred method of application is online at www.berwickpartners.co.uk/94330

If you are unable to apply online, please email your application to response.manager@berwickpartners.co.uk

All applications will receive an automated response.

All candidates are also requested to complete an online Equal Opportunities Monitoring Form, which will be found at the end of the application process.

For **detailed information** on how we process your personal data, please review our privacy policy on our website <https://berwickpartners.co.uk/privacy-and-cookie-policy/>

In line with GDPR, we ask that you **do NOT send us** any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember not to mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

If you have any queries or would like more information in regard to this document, please contact:

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