



**BritishRedCross**

Appointment of  
Senior Director of Financial Planning & Performance  
November 2024 Ref Code FBRLA



**BritishRedCross**

**150**  
years

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# Introduction

Welcome,

Thank you for your interest in the role of Senior Director of Financial Planning and Performance at the British Red Cross. We are thrilled that you are considering joining our team.

This role is a pivotal position within our organisation, overseeing financial and operational planning across the British Red Cross. Our history spans over 150 years, and while we are proud of our heritage, our focus remains firmly on the present and the future. We are committed to supporting people in crisis, both in the UK and around the world.

As Senior Director of Financial Planning and Performance, you will play a strategic role within our leadership team, working closely with our CEO and Executive Leadership Team to shape our financial planning and ensure we are delivering effectively on our mission. Your expertise will help us make informed decisions that align our resources with our strategic goals, driving impact and efficiency across the organisation.

This position offers the opportunity to lead a significant team and to make a tangible difference in how we operate. You will bring your financial expertise, leadership skills, and strategic vision to guide our financial planning processes, performance management, and corporate strategy.

Working for the British Red Cross is not just a job—it's a chance to be part of something deeply meaningful. The impact of our work is visible in the lives of the people we help every day, from providing emergency relief in the aftermath of disasters to offering a listening ear during someone's most difficult moments.

You will have the chance to contribute to an organisation that places kindness and humanity at its core. The rewards of working here go beyond professional achievement; it's about knowing that your skills are contributing to a global mission that saves lives, supports vulnerable communities, and builds resilience.

At the British Red Cross, we value a culture of integrity, inclusivity, and compassion. We are dedicated to building an environment that respects diversity and fosters equality, where everyone can bring their authentic selves to work. You will be joining a team that is passionate about creating positive change and supporting people in their moments of greatest need.

We look forward to engaging with you in the application process and hope you find this opportunity as exciting and rewarding as we do.



The image shows a person holding a medal that reads "Team Red Cross" with "British Red Cross" written underneath.

# Our Organisation



The image features two hands, one blue and one red, forming the shape of a heart. Inside the heart is the text "Kindness will keep us together."

**For the last 150 years, we have put kindness into action.** The British Red Cross has been helping millions of people in the UK and around the world get the support they need when crisis strikes.

Our organisation was born out of a desire to bring help without discrimination. Impartiality and neutrality have been central values for the Red Cross since we started, and they remain at the core of who we are today.

We are the UK branch of the global humanitarian network, the International Red Cross and Red Crescent Movement. Since our founding in 1870, we have grown into a registered charity with over 17,200 volunteers and over 3,400 staff members.

At the British Red Cross, we are looking for the best people to help us provide support to millions of people affected by crisis in the UK and beyond. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone—regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. Diversity is something we celebrate, and we want you to bring your authentic self to the Red Cross.

Our mission is to mobilise the power of humanity so individuals and communities can prepare for, face, and recover from crises. This mission is captured in our guiding principle of **'refusing to ignore people in crisis,'**

and our volunteers and staff are committed to upholding the seven fundamental principles of the International Red Cross and Red Crescent Movement.

We aim to create an inclusive environment where you feel valued and empowered to help us spread the power of kindness. We are dedicated to maintaining a culture of integrity and accountability. Misconduct of any kind, including sexual harassment, exploitation, or abuse, is not tolerated within the British Red Cross. We have a strict code of conduct in place to ensure that situations of abuse are quickly investigated and dealt with effectively.

Our work is made possible thanks to our dedicated team and supporters. We believe in kindness, inclusivity, and the power of humanity, and we invite you to be part of a team that truly makes a difference

The British Red Cross, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220949) and Scotland (SC037738).

**Together, we are the world's emergency responders**

# The Team

The British Red Cross's Financial Planning, and Performance team plays a crucial role in guiding the organisation's strategic and financial direction



A person wearing a red British Red Cross t-shirt smiles while holding two fundraising buckets on a city street

The British Red Cross's Financial Planning, and Performance team plays a crucial role in guiding the organisation's strategic and financial direction.

The team ensures that financial planning aligns with the charity's long-term goals, supports operational performance, and effectively allocates resources. Working closely with leadership, the department oversees budgeting, financial analysis, and the development of key performance indicators to measure success.

They also engage with stakeholders at all levels to maintain financial integrity, encourage transparency, and drive continuous improvement within the organisation. The department's aim is to support the Red Cross's mission of helping people in crisis with effective resource management and strategic planning.

# Our Values

Dynamic, Courageous, Compassionate & Inclusive are at the heart of what we stand for. They are the foundation of our culture, behaviours and ways of working. Our values are the way we talk about who we are and who we want to be.

## Dynamic

### **We move forward as one team**

Every day, we're adapting, innovating and learning. When the unexpected happens, we are calm, quick and efficient. We respond smartly, using clear processes and systems.

## Compassionate

### **We stand for kindness**

People come first, no matter who or where they are. We have genuine, open-minded conversations. Together, we're a united force for good.

## Courageous

### **We are bold**

We show our strength by doing the right thing. We aren't scared to test our creative ideas. As humanitarians, we go the extra mile to help people in crisis.

## Inclusive

### **We are open to all**

We treat each other with dignity and respect. Every person's uniqueness is valued, supported and celebrated. Our individual backgrounds and experiences make our organisation stronger.

# Our Principles

The fundamental principles bind together the National Red Cross and Red Crescent societies, the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC). This makes the British Red Cross part of a worldwide movement.

The principles were agreed in Vienna in 1965, taking into account lessons learned from the first 100 years of the Movement's history. They are grounded in International Humanitarian Law.

By following these principles, people can trust us to respond to crisis situations around the world with our own unique approach. The seven fundamental principles are:

## Humanity

The International Red Cross and Red Crescent Movement was born of a desire to bring assistance without discrimination to the wounded on the battlefield. The Movement endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found.

It promotes mutual understanding, friendship, co-operation and lasting peace amongst all peoples.

## Impartiality

The Movement makes no discrimination as to nationality, race, religious beliefs, class or political opinions.

It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

## Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.



## Independence

The Movement is independent. The National Societies, whilst auxiliaries in the humanitarian services of their governments and subject to laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

## Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

## Unity

There can only be one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

## Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.



A person is wearing a red British Red Cross T-shirt with "The power of kindness" and "redcross.org.uk" printed on the back.



# Role Profile

Job Level	7+
Directorate	Finance
Reports to	Chief Finance Officer
Service/Function	Financial Planning & Performance

## Scale and scope of the role

Direct Reports	7	Indirect Reports	25
Budgetary responsibility / accountability	£300m+ (BRC Spend)	Accountability for other resources	None

## Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the global Red Cross and Red Crescent humanitarian network.

## Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

## Purpose of the role

The Senior Director Financial Planning and Performance (FP&P) is a key member of the British Red Cross (BRC) Senior Leadership Team, responsible for bringing a strategic focus to the operational and financial planning and performance management of the organisation. Working closely with, and providing challenge to the CEO, Executive Leadership Team (ELT) and Directors, the Senior Director FP&P will ensure we have clear, actionable and measurable plans in place and that funding is aligned to our strategic priorities.

The postholder will be responsible for working with and challenging Directors across the end-to-end planning and performance cycle.



A person in a red British Red Cross sweatshirt smiles while sitting in a car's driver's seat

This work will necessitate both an understanding of the management of financial planning and performance as well as an ability to lead conversations around how to monitor and measure broader operational performance – encompassing KPIs such as impact metrics in operational teams, to productivity metrics in support teams.

In addition to managing the central Planning and Performance teams, the Senior Director will have line management of the BRC's Senior Finance Business Partners and will help guide them and their teams in delivering analytical and financial insights across the organisation – closely aligned to an understanding of performance metrics. Development of priorities will be gained from close working with the CEO, CFO and Executive Directors as well as working closely with other teams across the BRC, notably Strategy (to help turn strategic choices into funded and measurable plans) and Transformation & Change (to give support to new innovations across all teams)

# Main Responsibilities

## Corporate planning and performance

- **Financial Planning** - Take responsibility for the overall BRC Financial Planning process, incorporating rolling quarterly reforecasts as well as the formal presentation of an annual plan to the ELT and the Trustees
- **Corporate Planning** – Provide leadership for the overall development of operational plans across the organisation, ensuring plans are aligned to strategic goals and appropriately funded in line with the expected income
- **Financial Analysis** – Offer leadership to the BRCs Senior Finance Business Partners and spot opportunities for effective engagement and improvement in process and decision-making
- **Business Outcomes** – Take responsibility for the development of KPIs for all strategic packages; support their presentation and interpretation as part of quarterly meetings between the CEO and individual Executive Directors

## Organisational Leadership

- **Prioritisation** – Lead discussions around income, impact and what activities teams propose to fund as “core” work in any year. Offer guidance to CEO and CFO around prioritisation and decision making in respect of what can be afforded. Support understanding of restricted income and pipeline and how this aligns to the prioritised work for the year
- **Building Capability** - Take responsibility for building a culture of improved strategic planning, performance and financial acumen capabilities across the BRC Senior Leadership Team
- **Financial Control** – With the BRCs Financial Controller, support all teams in ensuring a best-in-class culture around financial discipline and control. Give support as needed to work designed to ensure compliance with regulatory standards



- **Board Relationship** – Manage relationships with Trustees (both at Full Board and Finance & Audit Committee) in respect of issues around corporate planning and performance, and financial allocation. Ensure the fair and accurate presentation of priorities, issues and strategic challenges, and support discussions on those issues.

## Leadership

- **Team Leadership & Direction** – Provide Financial and Strategic leadership across the whole of BRC Finance and into the rest of the organisation. Own the Planning vision and the iterative cycle of performance reporting and management
- **Internal Customer Management** - Manage relationships with a wide range of strategic internal customers and support them on a whole range of conversations that might need support.
- **Information and Business Expertise** - Provide expert advice on planning, performance and financial allocation across the organisation
- **Change and improvement** – Drive improvements within BRC business planning and performance management; spot weaknesses in other areas of process design / information exchange across the wider BRC so that the organisation continues to change and improve.

# Behaviours

## Leadership Behaviours

- Authentic, consistent and honest leader
- Actively listens and allow others to be heard
- Adaptable to changing needs, pressures and opportunities
- Empowers others based on skills and expertise
- Dynamic, inclusive, compassionate and courageous

## Team Leader

- All team members understand their responsibilities and objectives
- All resources involving staff managed in accordance with BRC policies and procedures
- All staff are kept informed of relevant organisational plans and updates on development
- Team ideas and comments are communicated and forwarded appropriately

## Team Member

- Works and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).
- Actively participates in all team meetings
- Supports other team members

# Person Specification

## Knowledge and Skills

### Essential

- Ability to lead planning across the organisation and drive the development of KPIs working with Leadership in a complex environment
- Ability to understand financial analysis and trends to forecast and plan accurately and provide accurate advice to the leadership of the organisation
- A thought leader and source of expert knowledge and advice in terms of financial and operation planning and performance management capability
- Ability to influence across the organisation, demonstrate credibility and inspire confidence
- Ability to break through blockers, overcome resistance and resolve complex cross-functional problems
- Ability to challenge robustly, bring new perspectives to decision making to influence and steer senior leaders
- Able to manage people with impact, navigate through ambiguity and create clarity of purpose
- Ability to work collaboratively with key internal and external leaders, partners, suppliers, and customers
- Ability to engage with and manage a range of stakeholders from all levels in the organisation



## Desirable

- A knowledge of the British Red Cross Society and its services.

## Experience

### Essential

- Minimum 5 years (preferable 10 years) in strategy and business management, at least 2 of which should have been at senior leadership level
- Experience of leading and developing financial and operational performance and planning cycle
- Extensive experience and achievement leading financial and planning teams or initiatives in a medium or large and complex organisation
- Experience of senior level stakeholder management
- An ability to work in a complex, multifunctional organisation

### Desirable

- Experience of working in/for an organisation with both domestic and international scope

## Additional Requirements

### Essential

- Ensures inclusive practice and promotes diversity

# Terms of Appointment

The successful candidate will receive a competitive salary based on their skills and experience.

## Benefits

As well as a rewarding career with a global charity, you'll get access to a wide range of enhanced benefits:

**Flexible working** – Your work-life balance is important to us. We'll do what we can to make sure you can work in a way which suits you and your lifestyle

**36 days annual leave (including bank holidays) plus the chance to purchase 5 extra days leave** – It's time to refresh. We recognise the importance of plenty of time off to recharge

**Training and development opportunities** – We want you to be the best you can be. We provide a range of courses and training opportunities to further your development

**Maternity, paternity, adoption, shared parental and careers leave** – Take the time you need to care for your loved ones

**Wellbeing support and advice helpline** – Mental health matters. We want all our staff to know they have someone to talk to when they need it most

**Pension scheme** – We want you to feel secure in the knowledge you can look forward to a comfortable, happy retirement

**Employee discounts** – As a British Red Cross member of staff, you will be eligible for a Blue Light Card which offers discounts at various well-known shops, restaurants, and brands

**Cycle to work scheme** – Hop on your bike and get active. Your physical health and wellbeing is important to us

**Season ticket loan** – We'll provide an interest free loan to spread out the cost of your commute to work

# How to apply

**Saxton Bampfylde Ltd** is acting as an employment agency advisor to the British Red Cross on this appointment. Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **FBRLA**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Friday 20th December 2024**.

## **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

## **Due diligence**

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.

*\*The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*





Saxton Bampfylde