



# NeuroMuscular Centre

The Centre of Excellence for People and Families affected by neuromuscular conditions



**APPLICATION  
PACK**

**CHIEF EXECUTIVE**





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## NEUROMUSCULAR CENTRE

## INTRODUCTION

Hi there, Thank you for your interest in the role of CEO at NeuroMuscular Centre. This welcome pack will provide you with information about NMC, the CEO job description, and the type of person we're looking for.

### A BIT OF BACKGROUND

NMC was founded in 1990, born out of a dearth of services and opportunities for (mainly young) adults with neuromuscular conditions, and family's fears of "dropping off a cliff" in terms of service and support.

It was a determination to plug that gap, combined with an equal determination to enable fulfilling and productive lives for those living with these disabling conditions, that led to the foundation of NMC.

34 years on, we're a community that totals over 3,000 people but our purpose and ethos remain the same. We exist to provide a range of unique services and specialist advice with the sole aim of improving the quality of life for adults with neuromuscular conditions, including muscular dystrophy. There's no other Centre like us in the UK or Europe!

We don't have conventional staff / beneficiary relationships. Someone with a neuromuscular condition could be a patient, colleague, trustee, volunteer, supporter or any number of those things. Their family and friends could be too. We are entirely unique.

### WHAT WE DO

- Our physiotherapy service provides ongoing treatment for adults and young people with neuromuscular conditions where the NHS does not. Physio is crucial in maintaining muscle strength and tone for longer, helps with pain management, enables people to stay in work longer, to exercise safely and consequently live healthier and fitter lives.
- Careers and Employment support is readily available for those seeking voluntary or paid opportunities.
- Training courses in Graphic Design provide opportunities and options for people who sometimes find it challenging to see a positive future.
- NMC Design+Print social enterprise employs designers with neuromuscular conditions and offers creative, competitively priced options for a wide range of commercial customers.
- Our Connect Up project offers social and learning opportunities in the form of in-house events, trips out and workshops.
- Support at NMC comes from 'experts'. Most of these are members of our community living with neuromuscular conditions. In other words, mutual support is a huge part

of what we enable. We do have specialist advisers too, who give essential practical and emotional advice and includes Talking Therapies.

- We have accessible minibuses and drivers to provide transport for students and employees of NMC.

### OUR VALUES

1. We are a caring organisation with an open management style, which values and respects the individual.
2. We enjoy what we do, creating a warm, welcoming, and positive environment.
3. We are an inclusive community which is informed, influenced, and guided by people with neuromuscular conditions for people with neuromuscular conditions.
4. We create and maintain an environment where disability is no barrier to achievement.
5. We are innovative, creative, and ambitious.
6. We celebrate our successes and achievements.
7. We believe it is important to create a high level of understanding of what we do in the wider community.
8. We have the highest ethical and professional values and standards.

### BUILDING ON SOLID FOUNDATIONS - OUR FUTURE

Our CEO Matthew Lanham OBE has led NMC for the past 19 years and is now retiring.

During his tenure, he has developed a very special, warm, inclusive and empowering culture at the Centre, and we are looking for an exceptional CEO to continue to nurture and develop that culture, and lead the Centre into the next chapter of its development.

We've included in this pack a detailed job description and person specification and hope that may sound just like you!

I believe this is an exciting opportunity to shape the future of this incredible award-winning charity and hope you agree.

Thank you for your interest in the role.

Donna Okell  
Chair, Board of Trustees



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NEUROMUSCULAR  
CENTRE

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Full-time, permanent role to be based at NeuroMuscular Centre, Winsford. Salary £60,000.

Leading this charity won't be what you expect.

This is a very special opportunity to lead a great team, an extraordinary charity, and an incredible community following the retirement of our long-serving Chief Executive.

NMC is a very successful charity. It has 34 years' experience supporting, enabling, and treating people affected by neuromuscular conditions.

What you see is warm, quirky, and informal, and behind that is a highly professional and groundbreaking operation. It's a charity well

used to evolution, growth, development, and adapting to new ideas. We are led and strongly influenced by those who are affected by these progressive muscle conditions.



We're looking for someone who is at ease with our informality, and the expectation that you may be called on to do just about anything. Equally we want someone with excellent management experience at senior and independent decision-making level. You will be supported by a hugely experienced senior team and board of Trustees.



You'll be empathetic and be at ease working alongside disabled people.

Speak with Matthew Lanham OBE, our current Chief Executive, about the role. To arrange a time to talk please email

[matthew.lanham@nmcentre.com](mailto:matthew.lanham@nmcentre.com)  
or call 01606 860911.





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## CHIEF EXECUTIVE

## PERSONAL SPECIFICATION

## KEY ATTRIBUTES

### ◆ Be an established leader and an experienced manager with the following essential skills and traits

- » Have led a team with autonomy
- » You will be a supportive and exacting leader
- » Have experience of making HR decisions such as recruitment and discipline, manage performance and dismissal
- » Understand how to motivate people
- » Be a great communicator and have excellent public speaking skills

And these additional desirable elements

- » Have some professional management qualification or accreditation

### ◆ Have an empathy and ease working with disabled people with the following essential skills and traits

- » Be driven by a determination to enable disabled people to always have dignity, respect and fulfilment
- » Have experience of unleashing potential in people facing extra challenges

And these additional desirable elements

- » Have an understanding of the wider challenges for family and friends
- » Have experience of working alongside disabled people

### ◆ Have skill in setting income generation goals with the following essential skills and traits

- » Be innovative and inventive

And these additional desirable elements

- » Have experience of managing events
- » Have experience managing fundraising and income generating teams

### ◆ Be used to encouraging and allowing free thinking and creativity

### ◆ Have experience of managing budgets

- » Financial literacy is essential
- » Experience of managing budgets over £1m pa is desirable

### ◆ Have experience working in informal, fluid, and unpredictable situations with the following essential skills and traits

- » Be adaptable
- » Be flexible to needs of people
- » Be responsive and sensitive

### ◆ Have a track record of implementing substantial projects with the following essential skills and traits

- » Be able to demonstrate great communication skills with those affected by a project/change
- » Understand how to manage a project
- » Have experience of dealing with setbacks and delays

And these additional desirable elements

- » Have experience working with contractors

### ◆ Have an understanding of some of the challenges facing disabled people with the following desirable skills and traits

- » You will have experience working alongside people who have disabilities or have a disability yourself
- » You will have knowledge of the wider experiences of disabled people
- » You will be comfortable offering pastoral support with appropriate compassion

### ◆ Having knowledge of the charity sector is desirable

### ◆ An effective networker and influencer



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## CHIEF EXECUTIVE

## JOB DESCRIPTION

## KEY ELEMENTS

### ◆ Manage, motivate and lead a team

- » Line manage a team of managers
- » Provide overall direction and structure to the work of the wider staff team
- » Encourage people with neuromuscular conditions to be very strongly represented throughout Trustee, Management, and Staff teams
- » Be responsible for major HR decisions and issues including key recruitment, redundancy or dismissals
- » Drive a culture that strives for diversity and inclusion in everything

### ◆ Drive a wider understanding and profile of the charity's work

- » Identify opportunities to promote the work of NMC and deliver relevant responses including use of social media
- » Attend professional meetings to provide wider understanding of NMC and its work
- » Deliver presentations to a variety of audiences
- » Be the face of NMC in any substantial media work

### ◆ Support and participate in making fundraising successful

- » Attend fundraising events
- » Promote fundraising that is not exploitative
- » Develop ideas and opportunities for funded projects
- » Maintain a culture where a genuine and personal thank you to every donor, and every volunteer, is always a priority

### ◆ Represent NMC in local and national forum

- » Be part of the King's Fund network which provides development, market intelligence and an influential voice
- » Maintain and develop mutually beneficial relationships with other charities working with neuromuscular conditions

### ◆ Work with Trustees to ensure financial management and probity

- » Oversee Financial management.
- » Make major spend/investment decisions
- » Set a clear tone for spend in the organisation that balances empowerment with prudence

- » Ensure systems and audit processes are robust
- » Maintain an ethical and buy local purchasing policy

### ◆ Maintain and develop the charity's long established culture of measuring and publishing social impact analysis every year

- » Lead a charity-wide annual cycle of measuring impact and effect
- » Provide energetic encouragement and commitment to this from the whole staff team and wider NMC community
- » Responsible for environmental policy – driving a reduced carbon footprint and taking decisions cognisant of the climate emergency
- » A commitment to using local suppliers and an awareness of NMC's position as a part of the local Winsford community and economy

### ◆ Nurture and curate the culture and ethos of the charity

- » Set the tone, pace and feel of NMC
- » Set a tone where the voice of everyone in NMC's community is heard and respected
- » Drive a collaborative and involving spirit across the staff team and wider NMC community

### ◆ Pastoral support for individuals in the charity's community

- » The role will involve personally being involved in some pastoral support for individuals

### ◆ Responsible for the building, the site, and the lease

### ◆ Work with Trustees to provide and deliver a clear and compelling strategy



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## HOW TO APPLY

**A**pplication is by way of CV with a Supporting Statement that should set out your motivations for applying and how your experience to date meets the scope of the responsibilities and person specification. As a general guide, your Supporting Statement should be around two sides of A4.

For an informal discussion after reading the Recruitment Pack, please contact Matthew Lanham on 01606 860911.

CV and Supporting Statements should be sent to [donna.okell@nmcentre.com](mailto:donna.okell@nmcentre.com) or by post Donna Okell, Chair of Trustees, Neuromuscular Centre, Woodford Lane West, Winsford, CW7 4EH.

### SELECTION PROCESS AND TIMESCALES

Closing Date: 24th March 2024



#### STAGE 1

Week Commencing Monday 1st April  
First round of screening interviews will be conducted by Matthew Lanham (Chief Executive) and Donna Okell (Chair of Trustees) [over zoom?]

#### STAGE 2

Week Commencing Monday 8th April  
The shortlist of preferred candidate/s will be invited to an informal meeting with some members of the staff team and NMC community. The purpose of this interaction is so that you can ask questions about the organisation, their roles, and their engagement with NMC as you wish.



#### STAGE 3

18th and 19th April  
Formal panel interviews will be held in person with Matthew Lanham and some of the board of Trustees.



### EQUAL OPPORTUNITIES

NMC is an Equal Opportunities Employer. Our policy is clear: there shall be no discrimination on the basis of age, disability, sex, race, religion or belief, gender reassignment, marriage/civil partnership, pregnancy/maternity, or sexual orientation.



## A MESSAGE FROM A MEMBER OF OUR COMMUNITY:

I first visited NMC for physiotherapy in February 1991 and in the last 33 years, I have accessed and benefited from most of the many services that are on offer to our community. I went through mainstream education so I was never offered any Physiotherapy until the centre opened. I have served as a member of our management committee and as a trustee. I live and worked in Cheshire and the Physiotherapy service enabled me to work full time for as long as I wanted. There is always support if required from either the staff team or a member of our community. I feel incredibly lucky to live so close to this wonderful place as living with a progressive condition can be extremely challenging.

The centre is very welcoming and friendly, there are lots of social activities, you can leave your disability at the door and pick it back up on your way out!



## COMMENTS FROM TEAM NMC:

Leadership of the NMC should be someone with vision, empathy, integrity and courage.

Someone that is part of the team while leading it, who gets fully involved; able to engage meaningfully with everyone and everything.

Someone keen to embrace the ethos of NMC, and who empowers our community with a deep understanding of their need to contribute and feel valued.

Someone with the skills and experience to maintain and develop the profile and reputation of NMC among clinicians and the voluntary sector.

