

# Candidate Pack

Role: Trading Director



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# Appointment of Trading Director



Dear Candidate.

Thank you for your interest in our role of Trading Director at British Heart Foundation (BHF).

It is my privilege to lead the Retail team for the UK's largest charity retailer.

Our vision is a world where everyone has a healthier heart for longer. A world where fewer hearts stop without warning and more of us can live well for longer with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances – we are more confident than ever.

Together, we believe we can stop the devastation for the millions affected by these conditions. All it takes is passionate people like you standing alongside us and believing in the power of research to create a better, brighter, healthier world for everyone.

When it comes to retail, we are leaders in the sector. We have 650+ stores across the UK. We serve millions of customers each year. We couldn't do it without our people who run a seamless operation, get a kick out of finding brilliant products, and deliver first-rate customer service.

As our Trading Director you'll oversee the retail trading teams responsible for our stock pipelines, partnerships, and e-commerce to ensure that both in-store and online offerings align with the organisation's customer, revenue, and brand objectives. You'll work closely with senior managers, key stakeholders, and external partners to optimise online performance, product assortments, pricing strategies, promotional activities, and supply chain operations, with the goal of driving sales growth and achieving our sustainability objectives.

We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the potential cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.

BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy, Igniting Change, setting out a roadmap of changes we want to see. Our growing commitment to equality, diversity and inclusion spans across our organisation and we pride ourselves on being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

Allison Swaine-Hughes

Retail Director



## **About us**

If you had a heart condition in the early 1960s, your chances of survival were slim. At that time cardiovascular disease caused more than half of all deaths in the UK, and 7 our of 10 people who had a heart attack in the UK died.

It was clear that something had to change, and fast. So, a group of cardiologists formed British Heart Foundation (BHF) in 1961 and set out to find lifesaving answers through science and provide health information and support to those who need it most.

Since then, research we've funded has been at the forefront of scientific progress across the globe. We've helped transform treatments for heart attack, helped to restart hearts with the development of portable defibrillators and proved that statins can save lives, offering hope to those who desperately need it.

These are incredible achievements and a testament to the passion of the researchers we fund and BHF staff, volunteers, and supporters. Thanks in part to these breakthroughs and many others, the number of people dying from cardiovascular disease each year in the UK has nearly halved since BHF was set up. But our work is far from over.

Despite the strides we've made, cardiovascular disease remains the world's biggest killer. In the UK alone, 1 in 4 of us die from them. It

affects people of all ages and can stop hearts unexpectedly—leaving gaping holes in families and futures in tatters. This is why our research is still so urgently needed.

Hearts are precious. We write from them. Sing from them. Follow our dreams with them. And while we understand more about them today than we did seven decades ago, there is still so much left to discover. BHF can't tackle these conditions alone. The only way we can rise to some of the biggest challenges in cardiovascular medicine and save more lives is by continuing to fund scientific research.

Our vision is a world where everyone has a healthier heart for longer. Where fewer hearts stop without warning and more of us can live well with the people we love.

We know achieving this won't be easy. But thanks to decades of discovery and scientific advances, we are more confident than ever. Together, we want to stop the devastation for the millions affected by cardiovascular disease. All it takes is passionate people like you and believing in the power of research to create a better, brighter, healthier world for everyone.



CPR and heart surgery saved my life when I was six. Research made that happen."

Jadyn Briggs



# **Working in retail**

The British Heart Foundation is the UK's largest charity retailer. Every year, our 650+ shops turn people's donated items into millions of pounds to support lifesaving research. Every sofa donated, every hour volunteered, and every shirt purchased makes a difference.

However, the retail environment is challenging and rapidly changing. Central to our strategy is continuing to innovate - both in our shops and online - to fund research that will keep hearts beating healthier for longer.

In the coming years we will:

- Continue to evolve our shops and store formats, creating unique shopping experiences for people - whether they are looking for a new dining table or a vintage outfit.
- Build on our position as the world's largest charity seller on eBay, while growing the range of products available on our online shops.

- Continue to partner with organisations who share our passion for sustainability and reuse - such as Charles Tyrwhitt, whose dontaions have raised millions of pounds for our work.
- Embrace new technologies, including artificial intelligence, to improve the profitability of our operations and improve customer experiences.
- Continue to make BHF one of the most rewarding, inclusive and fulfilling retailers for our incredible colleagues and volunteers.

Just like the research we fund the retail environment never stands still. And neither can we, if we're to raise the funds needed to support lifesaving research.



# Being a responsible charity

Every year we make further progress to being a more sustainable, fairer and wellgoverned charity

We raise money to fund research to find cures and develop treatments for the world's biggest killers. And we are determined to do this in a responsible way.

Links between environmental factors and heart and circulatory diseases are clear. Research shows that extreme weather, such as intense heat and cold, have negative impacts on people living with these conditions.

We see it as a key part of our core purpose – to make sure that we carry out our lifesaving work in a responsible way. Our progress this year has included setting our commitment to be a net zero organisation by 2045, at the latest.

This covers all areas of our activities, from direct emissions, such as the heating we use in our BHF offices and stores, to the much more significant indirect emissions from within our supply chain through to how the research we fund is undertaken.

We've focused our work on mapping BHF's full carbon footprint. This gives us a detailed view of where and how we can make the most impact to reduce our impact.

Our roadmap to net zero has six key areas for initial focus:

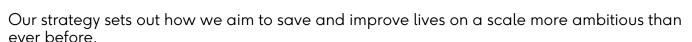
- energy efficient and zero emission buildings
- zero emissions transport
- product sourcing and suppliers
- travel and logistics
- waste and circular economy
- research funding.

These commitments form an ambitious roadmap to be an ever more responsible organisation to our planet and our people.

Sometimes the research we fund may involve animals; this isn't something we take lightly and you can read more about our commitments in research on our website.



## Our strategy



Our vision is a world where everyone has a healthier heart for longer.

We'll get closer to that day by focusing on three goals:

- We will stop heart disease before it starts, by revolutionising how we prevent it
- We will save more lives from heart disease by discovering groundbreaking treatments and cure
- We will support everyone with heart disease to live a longer, healthier life.

## Our vision

# A world where everyone has a healthier heart for longer

### Our goals

What we're trying to achieve

### Stop

Stop heart disease before it starts



#### Save

Save more lives from heart disease



### Support

Support everyone with heart disease to live a longer healthier life



# Our priorities

How we'll achieve it

#### Inspire

Inspire support and income to power lifesaving research



#### Advance

Advance the scale, breadth and impact of cardiovascular research



#### Transform

Transform the information, care and support available to all people affected by heart conditions

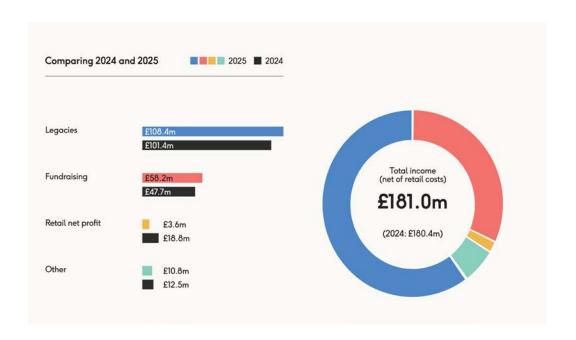


#### Accelerate

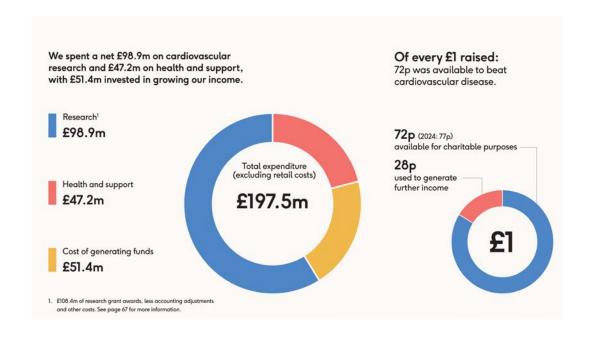
Accelerate impact by unlocking the potential of our people, technology and culture



# Where our money came from in 2024-25



# How your money was spent in 2024-25



# Funding world leading research

British Heart Foundation is the biggest funder of noncommercial research into heart and circulatory diseases carried out in the UK.

1,220

researchers including PhD students



**717** active research grants

**450** lead scientists

# Lifesaving research

### **Advance**

Advance the scale, breadth and impact of cardiovascular research



At the heart of our strategy is continuing to fund the best minds and the brightest ideas to advance our understanding of all cardiovascular diseases and to develop the diagnostics, treatments and cures of the future.

However, the world is rapidly changing and we need to evolve our approach to make the biggest impact. We will expand the scope of our funding to capitalise on emerging opportunities in areas like artificial intelligence, data science and genomics. And we will strategically invest in areas of unmet need, to make transformational breakthroughs with the potential to save and improve countless lives.

Furthermore, while continuing to fund the very best discovery science, we will increase our focus on translating more of our discoveries into groundbreaking ways to prevent, diagnose and treat cardiovascular disease.

- Grow the UK's investment in cardiovascular research, helping to close the UK's funding shortfall in research to tackle cardiovascular diseases.
- Grow the strength, breadth, and diversity of the UK's cardiovascular research workforce, enabling it to power the discoveries of the future.
- Increase BHF's investment in prevention research, innovation, and partnerships to stop heart disease before it starts.
- Increase BHF's investment in strategic funding initiatives and Grand Challenges to discover the diagnostics, treatments and cures of the future.
- Significantly grow BHF's investment in clinical and translational research, leading to faster translation of scientific discoveries towards patient benefit.

## Health and care

### **Transform**

Transform the information, care and support available to all people affected by heart conditions



Funding cutting-edge research and innovation is the beating heart of BHF. But we need to turn the knowledge this research generates into improvements in care, into the information and support that helps people manage their conditions, and into transformational influencing campaigns that save and improve lives.

With our health systems in crisis and heart health inequalities widening, our work in these areas has never been more needed. In our strategy, we set out to reach more people with this vital work.

We will increase our investment in innovations that have the potential to transform heart care. We will make our health information and support available to millions more people when they need it most. And we will continue in our mission to create a Nation of Lifesavers, trained in CPR and able to access a defibrillator in the ultimate medical emergency.

- Grow the scale and scope of BHF's healthcare innovation funding, leading to pioneering models of care being rolled out across the NHS.
- Make BHF's information and support available to every family in need, at the point of need.
- Grow the number of people trained in CPR and able to access a defibrillator, contributing to an improvement in out-of-hospital cardiac arrest survival rates.
- Influence the Governments and health services in all four nations to prioritise tackling cardiovascular disease and reduce health inequalities

## Support and income

### Inspire

Inspire more support and income to power lifesaving research



The scientific breakthroughs that have saved d and improved countless lives over the last 60 years have been powered by the generosity of our incredible supporters, partners, volunteers and customers.

From taking on marathons in memory of a loved one, to donating their unwanted sofas, these remarkable acts of kindness fuel lifesaving progress. But the world is rapidly changing. And we need to evolve with it to raise the funds necessary to fuel our ambitions.

In our strategy, we commit to growing our fundraising income by building lifelong relationships with our supporters and building partnerships with high-value philanthropic donors and corporate organisations who share our passion for supporting lifesaving discoveries.

Furthermore, we will strengthen our position as the UK's leading charity retailer, both online and in people's communities.user experience and serving appropriate donate/sign-up calls to action across relevant pages and journeys.

- Raise the profile of cardiovascular disease as the world's biggest killer.
- Grow our fundraising income by expanding our supporter base and the value of their support.
- Strengthen our position as the UK's leading charity retailer, by evolving our offer in response to changing market conditions and customer demands.
- Transform our organisation to be truly customer-centric in everything it does.

# Striving for excellence

### **Accelerate**

Accelerate impact by unlocking the potential of our people, technology and culture



Over the last 60 years, we've made incredible progress. But we know we can go faster and make an even bigger impact. Three priorities will give us the tools to accelerate progress in every area of our work.

Our brilliant team of colleagues and volunteers will continue to be the heartbeat of what we do. But we will harness the power of our people, by increasing the diversity of our workforce and investing in the skills to make us fit for the future.

We will seek to utilise cutting-edge technologies to enhance the efficiency and impact of everything we do—from the the life-changing research we fund to the personalised experiences we offer our generous supporters.

And we will continue to commit to being an agile, well-governed and financially sustainable charity – making the best use of every pound entrusted to us.

- Build, develop and empower a talented and diverse team to deliver BHF's mission.
- Transform our technology foundations, harnessing data and AI to significantly improve our security, income, customer focus and impact.
- Lead the charity sector in creating a sustainable, fair and well-governed BHF with equality, diversity and inclusion at the centre of everything we do.
- Create a culture of excellence where we consistently look for ways to learn, innovate and continuously improve.

# Belonging

Our push for equality. diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequalities.

An important starting point is making sure BHF's workforce reflects the general population so we can better represent the experiences and voices of the communities we support. A more diverse, inclusive, and fair BHF will not only improve the quality of what we do, but the impact we have.

The ongoing work of Kaleidoscope, our equality, diversity and inclusion group, as well as our Research Inequalities Working Group, demonstrate our commitments to improve equality, diversity and inclusion for our staff, volunteers, and supporters, as well as our funding activities.

We want all of our BHF colleagues to have development and progression opportunities, and to embed a more inclusive culture throughout our organisation. Our EDI strategy, Igniting Change, sets out our roadmap of the changes we want to see.

Our Kaleidoscope group is made up of representatives from across the organisation. Our activities encompass accessibility to work and progression for those with care responsibilities, working parents, those with disabilities and long term health conditions, different age groups, those from underrepresented ethnic backgrounds, LGBTQIA+ individuals and many more forms of diversity, both visible and invisible.

We have a number of affinity groups within the organisation. These include spaces for working parents, individuals from different religious, racial, and ethnic backgrounds, members of the LGBTQIA+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.



# Building an inclusive and supportive environment

We recognise the importance of ensuring BHF offers an environment that allows all our colleagues and volunteers to thrive. Igniting Change, our equality, diversity and inclusion (EDI) strategy, continues to deliver positive improvements to ensure this is the case.

Whilst working at BHF, we actively encourage our colleagues to feel safe to bring their true selves to work. We strive to create a culture where colleagues are inquisitive about diversity and keen to get involved in all activities which make individuality and inclusivity part of what we do every single day.

Improving diversity in research
Making the world a fairer place is an
important goal, one that we are proud
to contribute to by tackling inequalities in
cardiovascular health, improving the diversity
of our research workforce, and making BHF a
more inclusive place to work.

We want to have achieved greater inclusivity in the funding and the design of research, as well as in the cardiovascular research community. We have focused on collating data that defines our starting point, so we can take the right action to improve diversity. We've published our first research funding diversity report. The report provided valuable insight that is helping us shape our future actions to address under-representation in our research community.

#### Staff engagement

Every year we reinforce our EDI commitment through a colleague engagement survey, to help us understand how we can continue to improve.



One of the most important questions is whether BHF has created an environment where people of diverse backgrounds can succeed. Last year, 2023-24, we were at 86% and set a target score of 90% for January 2025 which we are pleased to say we achieved this year!

#### Enhancing our benefits

We aim to empower and support the health and wellbeing of everyone who works at BHF, and so we continually review our staff benefits to ensure they are fair and attractive both to current and potential employees.

This year we added a holistic and flexible Support Leave provision for everyone. This provides extra paid time off to support colleagues or others close to them during a life event.

#### Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQIA+ community. BHF colleagues have taken part in Pride events across the country since 2018, including Pride marches in Edinburgh, Cardiff, Belfast and London.

# Wellbeing

We take immense pride in fostering an environment that prioritises the health, safety, and wellbeing of our employees, volunteers, and customers. Our excellence in health, safety and wellbeing is about cultivating a culture where every individual feels valued and safe.

One of our standout initiatives is the "Live Well Work Well" project group, which plays a pivotal role in enhancing workplace wellbeing. This group organises a myriad of activities and resources aimed at promoting and supporting mental, physical, social and financial health.

At BHF, we believe that a safe and healthy workplace is the foundation of success. As we continue to innovate and grow, our commitment to health, safety, and wellbeing remains unwavering. Join us and be a part of an organisation that not only values your professional contributions but also cares deeply about your overall wellbeing.

#### A flexibily connected organisation

Our flexibly connected programme allows colleagues to work flexibly, in a way that helps unlock their best work for the cause.

The programme has been engaging with our Champions network, gathering insights from colleagues through our Ways of Working Study, to continuously adapt the approach where needed. It was awarded the Best Flexible Working Strategy at the HR Excellence Awards.

Join us at BHF and be part of a team that truly cares about your wellbeing. Together, we can make work to a world where everyone has a healthier heart for longer, while supporting each other every step of the way.



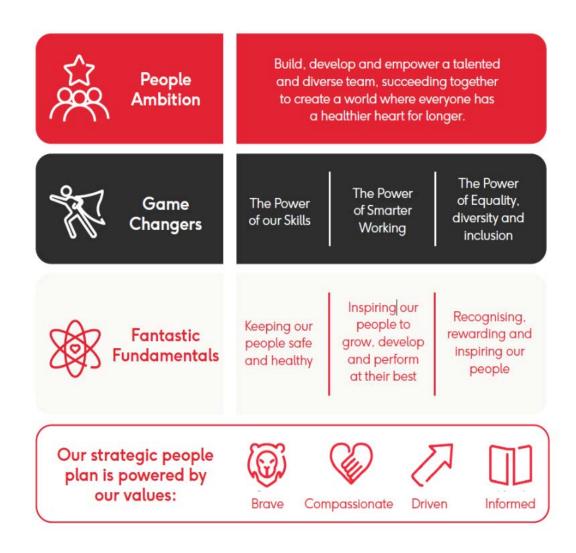
## Our People Power



At the heart of Our People Power sits our central people ambition, through which we will drive performance to further progress and accelerate BHF's lifesaving work, leveraging the unique talents and skills of our people.

We will power up our people to bring their best every day, providing a brilliant work experience., continuing to make BHF a great place to work. Through inspiring, empowering and enabling our people, whatever their role and background, we will collectively power towards our vision as a world where everyone has a healthier heart for longer

To achieve our strategic aims, we need everyone pulling in the same direction. Our people ambition unites us all, bringing all our people (colleagues and volunteers) together to play their part in creating a world where everyone has a healthier heart for longer.



## **Our values**

We are proud that the work we do is funding groundbreaking, lifesaving research. Our vision is a world in which everyone has a healthier heart for longer.

That's why our values are key to defining who we are, how we do things and how we can achieve our ambitions so that every pound we raise funds the research that keeps millions of hearts beating.



### **Brave**

We speak out. We're decisive. We're innovative.



## Compassionate

We're open and honest.
We respect others.
We care.



### **Informed**

We're clear. We're open minded. We work together.



### Driven

We're focused. We're determined. We keep learning.

## Our benefits

We all achieve more together when we're happy and healthy.
As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here. Our generous benefits include:



#### **Annual leave**

Our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



#### Health care

We offer employees private healthcare, dental health cover and a contribution towards your gym membership.



#### Family care

We offer 12-weeks' pay for all family leave including maternity, paternity, adoption and neonatal care leave and are committed to offering returning parents and guardians the opportunity to work flexibly.



#### Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



#### Support leave

We offer a holistic support leave of up to 10 days leave to support colleagues in time of uncertainty, where you may need to take additional time away from work to support yourself or others during a life event, such as caring.



#### **Pensions**

Our generous pension scheme will support you to save for your retirement. You can contribute a minimum of 3% but can increase this to 8% or more, with employer contribution starting at 5% and increasing to a maximum of 10%.

## Job description



Job title	Trading Director		
Directorate	Commercial		
Team	Trading		
Reporting to	Commercial Director		
Agility contract type	Hybrid	No of direct reports	5
Location	Dual - Northampton office (NN1 2BN)		
Budget responsibility	£80 million		
Job level	2	Date	October 2025

#### **Role Summary**

To lead the retail trading and e-commerce teams to ensure that in-store and online offerings meet the business's customer, revenue, and brand objectives. This role will collaborate closely with other senior managers, heads of department, stakeholders, and external partners to ensure we have the right stock for each of our retail channels. The trading team includes: e-Commerce (incl: eBay operations and BHF online shop), New Goods, Retail Stock partnerships, Sustainability, and Commercial Health team. Working with your Heads of Department, you will optimise our online performance, product assortments, pricing, promotions, and supply chain operations to drive sales growth and maximise profit margins

#### This role will:

- Develop and lead the e-Commerce strategic plan
- Lead the strategy of acquiring both donated and bought in goods to support the physical and online retail channels to supplement directly donated stock across our retail estate
- Support the development of large scale stock partnerships
- Direct the ongoing development of our sustainability agenda relevant to a trading function
- Act as a member of the Commercial Senior leadership team

#### To achieve this role will:

- Contribute to the corporate leadership and overall strategic direction of the BHF
- Lead on improving organisational performance by embracing new technologies and ways of working to maximise the impact of BHF's work
- Deliver the commercial performance of the Trading function to the required levels
- Build and lead an effective team, setting clear objectives and monitoring performance
- Identify and bring to the business new ideas and commercial opportunities to grow income
- Sponsor key programmes and projects within Retail relevant to the Trading function

## Key responsibilities



- Strategic Leadership: Develop, implement, and continuously refine the retail trading strategy to ensure alignment with the overall business objectives and market trends.
- Commercial Planning: Oversee the planning and execution of trading activity across all retail channels, including store, e-commerce, and any future omnichannel environments.
- Grow and develop our e-Commerce channels
- Grow and develop our Retail Corporate Stock Partnerships to meet the future stock requirements across all channels for Retail
- P&L Ownership: Take responsibility for the profit and loss of the retail trading function, ensuring that budgetary and financial performance targets are consistently met or exceeded.
- Product Range Management: Work with Head of B&M on the selection, sourcing, and curation of merchandise to ensure a compelling and customer-focused product mix that maximises sales and margin opportunities.
- Pricing and Promotions: Empower the teams to set and optimise the pricing architecture and promotional calendar, using data-driven insights to balance competitiveness with profitability for each retail channel
- Performance Analysis: Monitor sales, stock, and margin performance, providing actionable insight and taking corrective action to address underperformance.
- Supplier & Vendor Relations: Build and maintain strong partnerships with corporate partners, suppliers and vendors, negotiating terms to secure the best commercial outcomes for the business.
- Team Leadership & Development: Lead, inspire, and develop the trading teams, fostering a high-performance culture and ensuring the continuous professional development of direct reports and their respective teams
- Collaboration: Work cross-functionally with marketing, central operations, finance, and field operations to deliver cohesive commercial outcomes.
- Market Analysis & Trend Identification: Stay abreast of market trends, customer insights, and competitor activity to inform trading decisions and maintain a competitive edge.
- Innovation & Change Management: Champion innovation in retail trading, leveraging new technologies, processes, and thinking to advance business objectives.
- Customer Experience: Ensure that all trading activity is focused on delivering a superior customer experience, both in-store and online.

#### Senior leadership

- As a member of the Senior Leadership Team for the Commercial Directorate, contribute to the senior leadership and decision making within the BHF.
- To model and promote the BHF's values

## Key responsibilities



#### Strategic planning

- Together with the Commercial Director, lead the formulation of the Retail Trading plan ensuring plans are based on sound business analysis.
- Supply, dissemination and analysis of key statistical information relating to our Trading activities.
- Analyse the impact of the strategic Retail plan on current operating models and workflows
- Continuous review of the performance of our Retail channels and stock acquisition models to ensure they continue to deliver our strategy and commercial performance
- Work with key stakeholders to proactively identify resources, including technology and continuous improvement opportunities.

#### **Performance**

- Ensure effective internal reporting
- Ensure stock requirements are understood across new, ethical jobs and corporate partnerships delivers the maximum additional and complimentary sales and profits in stores and online
- Use relevant financial information to identify performance trends and set appropriate action plans to maximise sales and profit

#### Influence business direction

- Identify and act on opportunities, which aid achievement of the strategy
- Monitor and seek information on external factors that might affect the performance or direction of the Commercial Directorate and identify appropriate actions to manage that risk

#### People management

- Develop effective Inclusive People Plans for your direct teams and support the wider directorate to maximize the potential and build potential for the future and achieve our ED&I objectives
- Recruitment, development and succession plans in place for all direct reports and support other appointments relevant to the Commercial directorate

#### General

- Take on any other reasonable projects as directed by the Commercial Director
- Develop external relationships that enhance the decision making and knowledge base of the BHF Retail Directorate

# Knowledge, training and qualifications



- Extensive experience in Senior (Controller/Director level) retail trading or buying and merchandising role within the retail sector.
- Demonstrated success in managing large-scale retail buying and merchandising teams and delivering commercial results across a multi-channel retailer
- In-depth understanding of the retail sector, market dynamics, and customer behaviour.

# **Experience**

- Sound working experience and knowledge of Trading platforms, inclusive of D365, AGR Cloud and Adobe Cloud commerce.
- Strong financial acumen, with experience managing P&L responsibilities and delivering against financial targets.
- Experience in both bricks-and-mortar and digital/omnichannel trading environments.
- Previous leadership experience able to manage, motivate, and develop highperforming inclusive teams.
- Previous expereince of securing terms with suppliers and partners that benefit the charities commercial position.
- Expereince of leading teams through periods of transformation, building buy-in, and ensuring successful implementation of new initiatives.
- Able to work effectively across departments to deliver unified commercial outcomes.
- Willing to undertake frequent travel across the UK (internationally if required)

## Skills and attributes



- Exceptional negotiation skills able to build effective supplier and partner relationships.
- Track record of developing and executing trading strategies that drive sales growth and improve profitability.
- Advanced analytical skills and proficiency with data analysis tools and retail B&M systems.
- Strong communication and interpersonal skills, able to influence at all levels.
- Adaptability, commercial creativity, and a passion for customer excellence.
- Ability to formulate and communicate a long-term vision for the trading function, aligning resources and initiatives with the wider organisational strategy
- Inspiring and directing teams to achieve outstanding results in a fast-paced environment.
- Placing customer needs and experiences at the heart of all trading decisions.
- Setting ambitious targets and holding self and others accountable for achieving them.
- Using quantitative and qualitative data to inform decisions and drive performance improvements.

#### Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

#### Data protection

During your employment this role will not encounter any personal data. If you find yourself with access to personal data you are not authorised to have, you must report it to your line manager and the IT Service Desk immediately.

## How to apply



To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a supporting statement, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment team. If you wish to speak with a member of the team regarding the role and your application please contact them on careers@bhf.org.uk

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on careers@bhf.org.uk



