



Chief Executive Officer

Information Pack

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Introduction

Dear Candidate

Thank you for expressing your interest in becoming the new Chief Executive Officer of TinyLife.

TinyLife, formerly known as the Northern Ireland Mother and Baby Appeal (NIMBA) was founded in 1988 by Professor Jim Dornan and a number of other concerned medical professionals and parents in response to the high levels of infant mortality and morbidity.

In 2006 we thought it was time for a significant change and TinyLife was born. Our name may have changed, but the task at hand remains the same – to help reduce the number of premature and sick babies born in Northern Ireland and to support families who have experienced the birth of a premature, ill or disabled baby or babies.

The unexpected nature of premature delivery can often precipitate a crisis as the natural focus is on the baby's survival. TinyLife understands the shock and helplessness many parents experience in this situation.

TinyLife sees its role as providing a bridge 'from shock to stability' for these families by providing parents with practical support, emotional reassurance, and relevant information.

Over our last 34 years, we have increased our range of family support services, funded medical research, developed informative publications, and influenced thinking around the care of premature babies.

We are ambitious and strive to grow and develop these services further with the leadership of a new Chief Executive Officer.

You will be joining a dedicated team of people who care deeply about the difference our organisation makes.

If you feel you have the relevant skills, qualifications, experience, and shared values and are inspired for this role we would very much welcome your application.

We are working with Engage Executive Talent to help with the recruitment process. If you have any initial queries relating to the post, they will be delighted to address them in the first instance.

Yours faithfully

Laura McKeaveney
Chair



Who we are

TinyLife is the only premature baby charity for Northern Ireland, dedicated to reducing premature birth, illness, disability, and death in babies. TinyLife provides a range of family support services within neonatal units, at home and in local community settings, which meet the growing need of families with premature and ill babies in Northern Ireland. TinyLife also funds medical research and provides a programme of training and information seminars for professionals and parents.



Since our inception, we have established ourselves as a dynamic and highly effective Organisation which has made – and continues to make – a valuable contribution to families across Northern Ireland by supporting research in the areas of still birth, miscarriage, and premature birth and by identifying and addressing shortfalls in follow-up services for all those affected by premature birth.

Each year in Northern Ireland 25,000 babies are born prematurely of which 1,800 babies will spend time in a neonatal unit. 80% of babies who die in the first 28 days are premature with 4.7 still births per 1,000 babies born. Tinylife operates in the area of health and social care providing support to families of premature babies in the neonatal unit, at home and in the community until the baby is 2 years of age.

We work closely with healthcare professionals, parents and local health authorities to keep up to date with the changing needs of families and to identify how best to address them.

As a regional charity, TinyLife relies heavily on the generosity of the general public and the business community in Northern Ireland to enable us to provide our services, and we are grateful to all our supporters and volunteers for their invaluable assistance.



What we do

TinyLife Family Support Services have been specially developed to provide emotional and practical support to parents of premature babies or babies who have spent time on a Neonatal Unit (NNU) from birth.



We understand the shock and helplessness that parents can feel, and our team of Family Support Officers (FSOs) can give emotional and practical support to parents and their families both while their baby is in the NNU and provide a number of support services for at home and in the community when it's time for their baby or babies to go home. Our experienced Family Support Officers helps them get the right support at the right time.



Parents have described these services as being a 'lifeline' and specialist services that we deliver including Baby Massage can help with bonding, attachment and baby's development.

TinyLife can provide support to the whole family including Dads who can avail of all of the services we provide. It is so important that there is an opportunity for dads as well as mums to find support and can attend any of the groups sessions or receive support on a 1:1 basis from FSOs. Dads are also equally included in being able to attend the special mental health support offered through Positive Minds for Premature Parents project.



Our key services

Breast Pump Loan Service

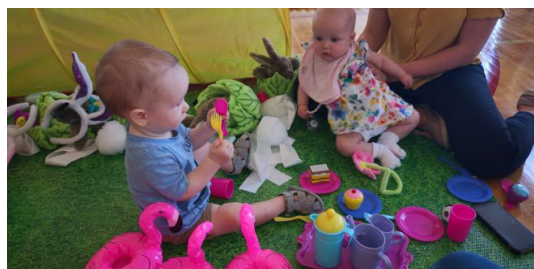
Research has shown that breast milk can significantly help the development of babies in neonatal units and thereafter. Providing breast milk for a baby is a very practical way in which contributes to their development and growth in the crucially important early days and weeks of life. TinyLife's Breast Pump Loan Service enables the parent to express their own milk to be fed to the baby.



1:1 telephone support and signposting from TinyLife Family Support Officers (FSOs)

FSO weekly NNU visits

Working across Northern Ireland, each of our FSO's make weekly visits to the neonatal unit to liaise with hospital staff and make themselves available to mums, dads and other family members.



TinyTime Groups

TinyLife provides special 'TinyTime' Parent and Child Groups each month all over Northern Ireland for parents who may have had similar experiences facilitated by our Family Support Officers.

Volunteer support



Baby Massage (International Association of Infant Massage IAIM accredited)

Our TinyLife baby massage programmes are delivered in the community in locations across Northern Ireland free of charge in five-week blocks for TinyLife families. All TinyLife FSOs are Certified Infant Massage Instructors (CIMIs) with the Infant Association of Infant Massage (IAIM). IAIM is the world leading expert association for Baby Massage and all CIMIs attend regular training and receive the latest updates and information.

TinyGym (Northern Health and Social Care Trust)

TinyGym is a specialist physiotherapy programme for premature babies – this programme is delivered in the Northern Health and Social Care Trust led by a Physiotherapist and Specialist Nurse Practitioner with the support of TinyLife Family Support Officers. TinyGym sessions are delivered in groups in local community venues in Antrim and Ballymena. TinyGym is specifically for babies that are born at 32 weeks or sooner and of low birth weight and referrals to TinyGym are made by the Physiotherapist on the Neonatal Unit in Antrim.



Positive Minds for Premature Parents project (Southern and Northern Health and Social Care Trust areas)

Positive Minds for Premature Parents is a five-year National Lottery Funded programme delivered in partnership with Aware & Parenting NI in the Northern and Southern Health and Social Care Trust areas. The project focuses on improving the mental health of parents of premature babies by offering specialised support through the partner agencies.



Prem Aware Schools

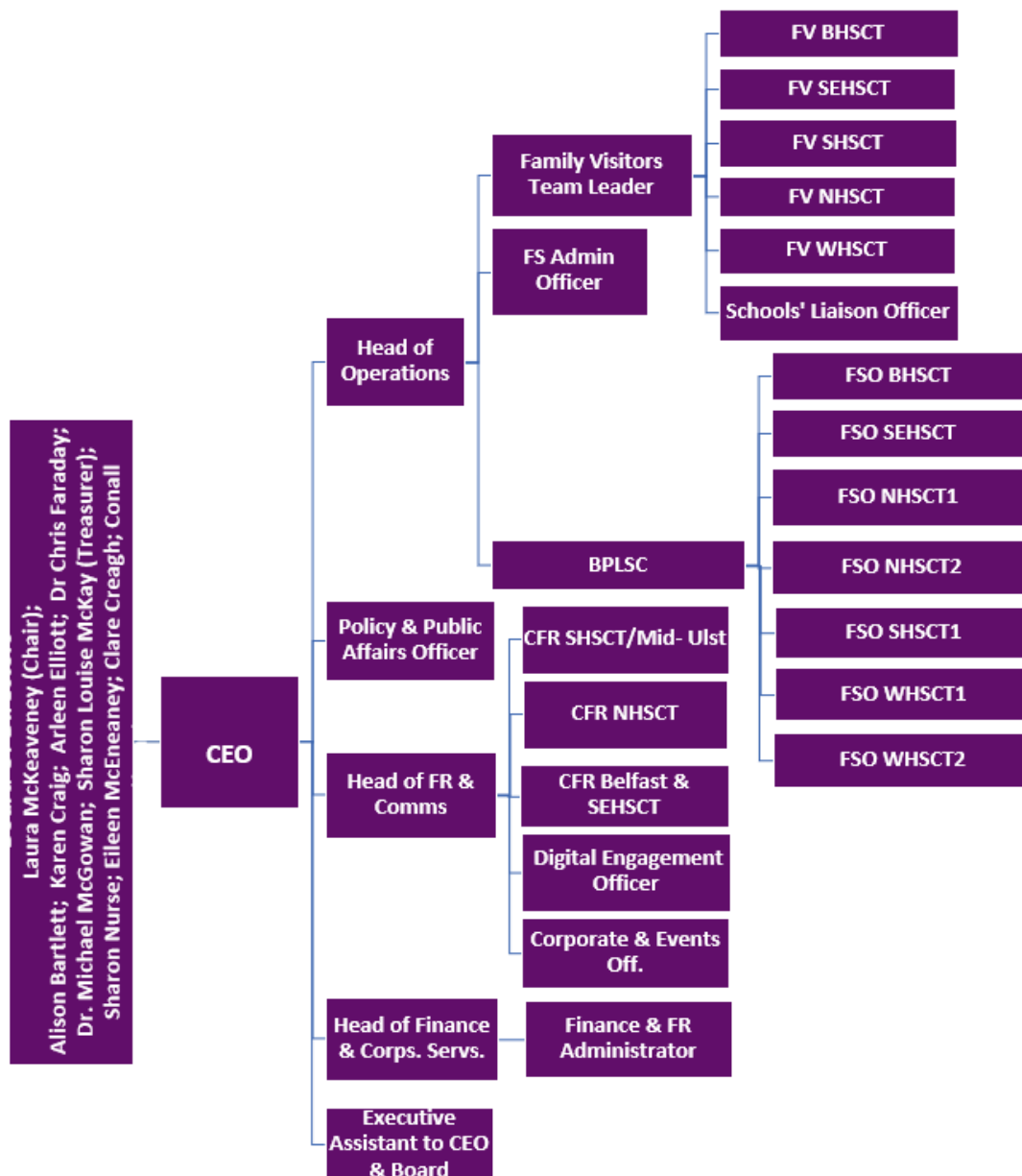


We support pupils who have been born prematurely – too sick, too small, too soon, to reach their full educational potential. *The Smallest Things Prem Aware Award* in partnership with TinyLife raises awareness of the impact of prematurity and development

and learning, supports parents and carers, and helps schools to recognise and meet the specific learning needs of children born prematurely. TinyLife's Schools' Project is funded by the **Department of Education NI** to enhance the skills and training of our professionals in schools across NI to meet the needs of our premature babies and their families, strengthening the links between health and education. The project enables educational settings to provide a learning experience that works for children who have been born pre-term and their families, creating a supportive culture and awareness of their birth story and potential support needs throughout their educational journey. TinyLife's School Liaison Officer will work in partnership with you to support you equip your staff with the knowledge and skills to support children in their classroom who have been born prematurely to reach their full potential.



How we're organised



Our Board



Laura McKeaveney
Chair

Sharon-Louise McKay
Treasurer

Conor McVeigh

Karen Craig

Arleen Elliott

Dr Chris Faraday

Dr Michael McGowan

Sharon Nurse

Eileen McEneaney

Claire Creagh

Conall Hamilton

Strategy

“Our Mission is that a ***premature or sick baby who starts life in a neonatal unit in Northern Ireland has the best start to life and is supported to reach their full potential***”.

To achieve this we will support, advocate and champion for their ***rights*** to receive the ***best support*** in the right place and at the right time for them, from birth to preschool. We achieve this by ***empowering families, collaborative working and influencing practice and policy***.

“TinyLife supports, advocates and champions the right for every baby born premature or who starts life in a neonatal unit to have their best start to life and to receive the best support in the right place for them, from birth to preschool. We achieve this by empowering families, collaborative working and influencing practice and policy.”

Our Values

	What we value	Behaviours
Parents, Families	Empowerment	Tinylife strives to understand the individual needs of families, coming alongside them to provide education, support and advice, giving them the vital tools to care for their babies with confidence and pride. We are empowered to • Always look for a better way to do things • Be relentless in the pursuit of quality and safety and strive for excellence in all we do • Achieve our goals, and go the extra mile
Babies Health Care Professionals	Learning	• We work to continuously improve our own strengths and build our knowledge base • We commit to doing what it takes to know ourselves and impact on others
	Nurturing	Tinylife will provide a safe space in which families feel protected and cared for, enabling them to reach their full potential. • We nurture ourselves so we can nurture others • We put team results before own success, acknowledge contribution of others • We value humility, caring, trust, respect and empathy
Team	Courage/Bravery	We continue to keep the needs of the families at the very heart of what we do and be their voice in protecting rights. We • Speak up and challenge the norm, giving and receiving feedback • Acknowledge when things don't work and learn to grow and build • Give and accept constructive feedback • Take on the difficult conversations
	Integrity	Together we strive to do the right thing, at the right time, with the right resources. We • Operate with high ethical standards • Live by the Code of Conduct even when facing resistance or difficulties • Advocate and apply high ethical standards every day
Self	Inclusivity	We endeavour to provide friendly and welcoming support to all families making our service accessible to every parent and baby in need. We • Aim to walk every day in the shoes of our parents and health care professionals • Care about diversity and will ensure we reach all communities across Northern Ireland • Champion working together and with our partners • Welcome diversity and inclusion of styles, ideas and perspectives

Financials

Here's a snapshot of our latest annual income and expenditure and balance sheet, and you can click on the links below to access the last three years' annual accounts for more detailed information.

	Note	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
Income from:					
Donations and legacies	2	172,615	-	172,615	212,207
Charitable activities	3	33,018	304,620	337,638	336,092
Other trading activities	4	166,207	-	166,207	85,128
Investments	5	2,334	-	2,334	5,622
Total income		374,174	304,620	678,794	639,049
Expenditure on:					
Raising Funds		161,647	-	161,647	113,166
Charitable Activities	6 / 7	243,281	245,806	489,087	413,584
Other		30,280	-	30,280	35,264
Total expenditure		435,208	245,806	681,014	562,014
Net (expenditure)/income	11	(61,034)	58,814	(2,220)	77,035
Transfer between funds		26,977	(26,977)	-	-
Net movement in funds		(34,057)	31,837	(2,220)	77,035
Reconciliation of funds:					
Total funds brought forward		533,822	36,631	570,453	493,418
Total funds carried forward		499,765	68,468	568,233	570,453

	Note	2022 £	2021 £
Fixed Assets			
Tangible Assets	16	55,116	38,102
		<u>55,116</u>	<u>38,102</u>
Current Assets			
Debtors	17	13,807	10,337
Investments	18	255,000	170,000
Cash at bank and in hand		284,619	380,901
		<u>553,426</u>	<u>561,238</u>
Creditors: amounts falling due within one year	19	(40,309)	(28,887)
Net current assets		513,117	532,351
Net assets	25	568,233	570,453
Charity Funds			
Restricted funds	21/22	68,468	36,631
Unrestricted funds	21	499,765	533,822
Total charity funds		568,233	570,453

[Annual Report March 2022](#)

[Annual Report March 2021](#)

[Annual Report March 2020](#)

Job Description

Job title: Chief Executive Officer

Reporting to: Reports to the Chair and is accountable to the Board of Trustees.

Location: Belfast or hybrid working (min. 2 days Belfast office pw)

Salary: £55,609-£60,642 NJC Scale Pt 47-52

Pension: 6% employer pension contribution conditional on employee cont.

Leave: 25 days holiday + bank/statutory holidays (under review)

Purpose of the job

Strategic and operational responsibility for leading, developing and growing TinyLife to extend its reach and impact. Provide inspirational leadership to staff and volunteers and drive a performance oriented and developmental culture. Working with the board to lead and support the development and delivery of the strategy, ensure effective monitoring & reporting is in place and the Board receives appropriate advice and information on all relevant matters. Engaging with key stakeholders and supporting the development and stewardship of relationships with stakeholders and partners to support the furtherance of the Charity's aims.

Main Responsibilities:

Leadership/Vision and Strategy

- Lead the development of the strategy and ensure effective and measurable delivery plans are in place to deliver growth.
- Ensure that rigorous and effective processes are in place to meet and monitor strategic objectives and provide regular reports to Board on the progress of strategic plans.
- Develop and implement an annual business plan which enables the delivery of strategic objectives.
- Be an effective and impactful external ambassador and representative of TinyLife with key stakeholders.
- Provide outstanding leadership and people management to TinyLife's staff and volunteers.
- Ensure that all staff and volunteers understand their role as ambassadors for TinyLife.
- Ensure effective horizon scanning of the operating environment in which TinyLife works and identify both opportunities and threats.

Operational Excellence

- To introduce and develop effective operating processes and systems (including IT and CRM) to ensure the effective management of resources and ongoing development of TinyLife's operation.
- To ensure that performance monitoring processes are in place to enable TinyLife to quality assure and evaluate its work and then measure and communicate its impact.

- To ensure compliance with all relevant legislation, including employment law, charity law, company law and health and safety legislation.
- To review and continue to evolve the organisational structure and staff teams to ensure the organisation has the right people and resources to deliver on its strategic aims.
- To continue to evolve a positive, purposeful, innovative and team-oriented environment in which staff and volunteers work together to deliver our mission and aims.

Development and Promotion

- Support the Head of Fundraising to identify and secure funding to support the delivery of the strategic plan and maximise income.
- Promote TinyLife and its work with key stakeholders and develop and maintain effective networks to ensure the furtherance of its aims.
- Expand and promote the profile, role and impact of TinyLife.
- Ensure there is an effective marketing and communications strategy to cover all media channels to develop awareness, profile and reputation of TinyLife.

Governance

- To ensure that TinyLife's mission and vision is safeguarded and statutory duties satisfied.
- To oversee the development of policies in the organisation, ensuring that these are legally compliant and enable due diligence.
- To ensure the Board of trustees receives sound, clear and timely information and advice on the delivery of its strategic objectives.
- To work with the Chair to ensure the board continues to evolve and has an appropriate mix of skills and experience to deliver the Charity's strategic objectives.

Finance and Risk

- Set, monitor and review annual budgets.
- To be responsible to the Board for the overall financial health of the organisation.
- To ensure that the major risks to which TinyLife is exposed to are reviewed regularly by the board and systems are established to mitigate these risks.
- Complete annual reports in line with Charity financial requirements.

Person Specification

Essential criteria

- Educated to degree level or equivalent.
- Significant track record in a senior leadership role of leading successful organisational growth and improving operational performance within a commercial operation, social enterprise or enterprising/entrepreneurial charity.
- Proven ability in creating, developing and delivering effective strategies and business plans that have delivered growth.
- A proven track record in fundraising activity with partners that may include trusts, foundations, corporates and statutory sources.
- Excellent people management experience with success in driving high performance and accountability, team orientation and results focus.
- Track record in building productive relationships with a broad range of stakeholders and forging effective partnerships.
- Experience of successful financial management and control, including driving efficiency, sustainability and diversifying income.
- Experience of acting as a compelling and credible ambassador with a variety of stakeholders.

Desirable criteria

- Experience of working effectively with a board.
- Experience of operating as a Company Secretary.

Knowledge, Skills and Abilities

- A genuine interest in the work we do and the areas we are addressing in relation to our range of family support services, funded medical research, developed informative publications and influenced thinking around the care of premature babies.
- The ability to translate strategic plans into effective business and operational plans and to ensure effective/measurable delivery and high performance.
- Leads by example and a team builder. Possesses high levels of emotional intelligence to lead creatively and empower others to maximise their strengths. Strong on performance management and able to set and monitor this decisively.
- A strong, mature and confident leader who will work be able to provide support and constructive challenge to the trustee board and understand effective governance.
- Creative, adaptable and innovative.
- Strong communicator, able to influence and negotiate effectively with a wide range of stakeholders.
- Able to move adeptly between strategic and operational priorities interchangeably.
- Not afraid to roll sleeves up when required and high levels of self-reliance and initiative.
- Flexible, pragmatic, adaptable and solution focused.
- Entrepreneurial with good commercial acumen.
- High degree of drive, tenacity and energy.
- High levels of financial and commercial literacy.

How to apply

Please forward a **CV, maximum three A4 sides**, together with a completed **Supplementary Questions form** available from www.engageexec.co.uk, ensuring you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with from the recruitment timetable. You will also be asked to submit a separate **equality form** (see below).

The deadline is **Noon on Tuesday 5 September 2023**. Applications should be made by email to: **patrick@co3.org.uk**

Contact Patrick Minne on 07792 509003 if you have any queries about the role or the application process.

Equality Monitoring and Criminal Convictions Disclosure

Along with the CV and Form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form in a separate document. Neither of these will be disclosed to anyone involved in shortlisting your application.

Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, "a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities".

If you consider yourself to have a disability relevant to the position for which you are applying, please contact Patrick Minne so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Equal Opportunities

TinyLife is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

Timeline

CV, Supplementary Questions and Equality Monitoring and Criminal Convictions forms to be submitted

Noon, Tuesday 5 September 2023

First Interviews

Tuesday 12 and Wed 13 September 2023

Second Interviews (may include a seen or unseen task)

Monday 18 or Tues 19 September 2023

Final Interviews

Monday 25 or Tues 26 September 2023





Please address any enquiries relating to the advertised position, and your submission, to TinyLife's recruitment partners:

Patrick Minne

ENGAGE
EXECUTIVE TALENT

Tel: 07792 509003
Email: patrick@co3.org.uk

www.engageexec.co.uk

Enquiries unrelated to this recruitment can be addressed to:

TinyLife
Unit A5
17 Heron Road
Belfast
BT3 9LE

Tel: 028 9081 5050
Email: info@tinylife.org.uk

Charity Registration NIC101869 | A Company Limited by Guarantee NIO37799