

Role Profile

Role	Associate Director - Scotland	Location	Home-based - Scotland
Accountable for	Engagement Lead, Policy and Influencing Lead, Scotland Team	Accountable to	Executive Director – Influencing and Research
DBS check	Yes	Salary	Salary circa £66,000 per annum
Travel	Travel across Scotland and to collaborate with colleagues across the UK will be an integral part of the role		

Overall purpose and impact

Lead our work within Scotland to ensure people affected by stroke have the support they need to live their best life after stroke. Continually evolve and deliver a vision for our work in Scotland, ensuring that we work on the things that matter most to stroke survivors, making the best possible impact.

The role requires effective systems leadership, creating and managing relationships with key health and social care stakeholders, and influencing the Scottish Parliament and Government. The successful candidate will need to adapt policy and practice to respond to needs and opportunities in Scotland, ensuring that our work is rooted in the lived experience of people affected by stroke in Scotland.

As an experienced system leader, and a senior leader within the organisation, the Associate Director will support staff and volunteers to:

- Oversee the effective promotion and take-up of high-quality stroke support.
- Enhance our relationships with others across the stroke community in Scotland to ensure people get access to the support they need
- Ensure stroke survivors have a strong and influential voice and role in shaping and improving local policy and practice
- Ensure our activities target those most in need of support, working to tackle health inequalities
- Ensure stroke survivors and their loved ones have access to ongoing peer support networks
- Work with fundraising colleagues to grow our income and grow a community of advocates for stroke in Scotland.

Role Profile

Responsibilities	Measured through delivery of
Act as a credible and respected systems leader locally, by building and maintaining relationships with key stakeholders, as well as supporting UK wide systems leadership.	<ul style="list-style-type: none"> • Effective stakeholder relationships seen to be enabling impact
Develop plans to adapt the organisational priorities for the Scottish context and ensure that these are delivered.	<ul style="list-style-type: none"> • Continually evolving plan and objectives • Progress against key measurement points set out in the plan
Ensure capacity for delivery of Scotland plans by building and supporting the Scotland team, and collaboration with other colleagues, identifying and addressing resource and capability gaps and building volunteer capacity where required.	<ul style="list-style-type: none"> • Delivery of locality plans • People satisfaction survey
Ensure effective stakeholder management across the areas of work, including leading our engagement with devolved politicians, civil servants, researchers and health system leaders, as well as central teams in the charity.	<ul style="list-style-type: none"> • Effective stakeholder relationships mapped across the team • Enhanced profile for stroke, and the Stroke Association, amongst stakeholders
Ensure effective marketing of our support offers in the locality with the aim of increasing reach and take-up	<ul style="list-style-type: none"> • Take-up of support offers
Engage in local policy and pathway discussions, supporting improvements and spreading of best practice at health board level	<ul style="list-style-type: none"> • Evidence of relevant discussions, interventions and outcomes
Ensure effective engagement with people affected by stroke in the locality, so that our activity is effective in meeting their needs and that stroke survivors are supported to engage meaningfully in creating change locally and nationally.	<ul style="list-style-type: none"> • Level of engagement locally • Results of annual Volunteer survey
Work with the Communications Team to ensure that charity messaging and channels are tailored to the local situation, and support the charity's objectives in Scotland	<ul style="list-style-type: none"> • Regular reporting on media presence
Support local income generation opportunities through effective working with colleagues in other teams.	<ul style="list-style-type: none"> • Evidence of impact
Actively collaborate with colleagues in other directorates, including providing locality insights to inform the development of products and services, and providing support to	<ul style="list-style-type: none"> • Mapping of relationships

Role Profile

design and delivery excellent customer journeys that include both giving and getting support.	
Deputise for Executive Directors and lead on UK-wide improvement projects as required.	<ul style="list-style-type: none"> Evidence of activity
Build high performing and collaborative teams and culture. Champion and embed our values and agile ways of working. Role model organisational competencies and behaviours. Ensure effective financial management, including, budgeting, forecasting and financial control.	<ul style="list-style-type: none"> Annual staff survey

Person specification

This information will be used as part of the shortlisting process.

Experience	Essential/ Desirable
Significant senior-level experience in advocacy and influencing, including shaping policy change in values-driven, social-impact contexts within Scotland's health and social care sector.	Essential
Substantial experience developing and managing senior-level relationships across partner organisations, using strong negotiation skills and sound political judgement.	Essential
Proven experience leading high-performing and geographically dispersed teams of paid staff and volunteers, with a strong track record of developing people and teams.	Essential

Role Profile

Strong background in strategic development, business planning, operational delivery, and budget management.	Essential
Experience leading complex organisational change and transformation, ensuring people-centred and sustainable outcomes.	Essential
Experience in delivering community focused and coproduced services, with a strong understanding of community development and engagement.	Essential
Significant senior-level experience in advocacy and influencing, including shaping policy change in values-driven, social-impact contexts within Scotland's health and social care sector.	
Abilities and competencies	
Inspiring leadership, balancing strategic and operational demands with sound judgement, and strong knowledge of influencing and systems leadership	Essential
Excellent communication skills, with the ability to engage effectively with senior stakeholders, stroke survivors, communities and the media. Alongside an understanding of marketing, public engagement and fundraising within the charity sector.	Essential
Strong understanding of the Scottish health and social care landscape, including Parliament, Government, influencing systems, and awareness of UK-wide legislative procedures.	Essential
Ability to balance local, national and UK-wide organisational priorities.	Essential
Inspiring leadership, balancing strategic and operational demands with sound judgement, and strong knowledge of influencing and systems leadership	Essential

Role Profile

Excellent communication skills, with the ability to engage effectively with senior stakeholders, stroke survivors, communities and the media. Alongside an understanding of marketing, public engagement and fundraising within the charity sector.	Essential
Strong understanding of the Scottish health and social care landscape, including Parliament, Government, influencing systems, and awareness of UK-wide legislative procedures.	Essential
Ability to balance local, national and UK-wide organisational priorities.	Essential
Other requirements	
Commitment to the charity's mission and values, with a demonstrable track record of addressing health inequalities and championing diversity and inclusion.	Essential
Approachable and effective when working with diverse groups, demonstrating strong listening skills, tact, diplomacy, and appropriate assertiveness.	Essential
Willingness to work flexibly, including travel within the UK and overnight stays.	Essential
Experience using industry standard IT and the ability to adapt to digital systems and new technology as the organisation evolves and explores new ways of working	Essential