

# Role Profile



<b>Role</b>	Associate Director – East of England	<b>Location</b>	Home-based East of England, Extensive travel will be required as part of this role (May include team meetings or other work related meetings)
<b>Accountable for</b>	Service Delivery Lead and their teams; Engagement Lead and their team	<b>Accountable to</b>	Executive Director – Support
		<b>Travel</b>	Travel across the locality to meet external stakeholders and to collaborate with colleagues will be an integral part of the role, as well as occasional travel across the UK.
<b>DBS check</b>	Not required	<b>Salary   Grade</b>	Salary circa £64,700 per annum (Inner London weighting £3,950 per annum or Outer London weighting £2,457 per annum may be applied in accordance to where you live)   Grade G2
<b>Contract type</b>	Permanent	<b>Hours</b>	35 hours per week

## Overall purpose and impact

Lead the delivery of our strategy across the East of England, ensuring people affected by stroke can access the support they need and that stroke care continues to improve.

You will act as a senior systems leader, influencing health and care systems, strengthening partnerships and driving improvements in stroke services and pathways.

Through strong leadership of local teams and collaboration across the organisation, you will increase the reach and impact of our services, amplify the voice of stroke survivors, and build engaged communities of supporters, volunteers and advocates.

A key focus of the role is tackling health inequalities and ensuring that people affected by stroke—wherever they are—can access high-quality support and have a meaningful voice in shaping the services and systems that affect them.

## Role Profile

Responsibilities
Lead delivery of the Stroke Association strategy across the East of England, driving measurable impact for people affected by stroke through systems leadership, service delivery, influencing and community engagement.
Lead a remote team across the East of England to directly deliver services and support to people affected by stroke and to engage with communities, organisations, volunteers and lived experience. Direct line management of 2 senior roles.
Act as a credible senior systems leader, building and maintaining strategic relationships across health, social care and the voluntary sector to influence stroke policy, pathways and practice.
Ensure high-quality, consistent and integrated service delivery, aligned to organisational standards, contractual requirements and local stroke pathways.
Use data, insight and lived experience to inform local improvement, influence policy and contribute to national strategy and service development.
Increase the reach, awareness and impact of Stroke Association services, ensuring a strong focus on tackling health inequalities and amplifying the voice of stroke survivors.
Build relationships with and mobilise strong networks of beneficiaries, volunteers, partners and supporters to contribute to service delivery, influencing, fundraising and community development.
Champion the voice of people affected by stroke, ensuring meaningful involvement in shaping services, policy and practice, with a focus on reducing health inequalities.
Contribute to organisational leadership, leading high-performing teams, supporting our strategic priorities and ensuring effective financial and operational management.

## Person specification

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

<b>Experience</b>
Significant senior leadership experience in influencing, service delivery or community engagement, ideally within health and social care.
Proven success influencing policy and systems change and managing senior stakeholder relationships, including within the NHS or public sector.
Strong track record of leading and developing high-performing, geographically dispersed teams.
Experience of strategic planning, operational delivery, budget management and leading complex change or service development.
Experience developing and growing services, including through contracts and partnerships.
Experience of community development and co-produced service design and delivery.
<b>Abilities and competencies</b>
Strong strategic leadership, with the ability to balance operational delivery and long-term impact.
Excellent communication and influencing skills, with credibility across senior stakeholders and communities.
Good understanding of health and social care systems, alongside knowledge of systems leadership and co-produced service development.
Ability to align local delivery with national priorities, with awareness of marketing, engagement and fundraising approaches.
<b>Other requirements</b>
Commitment to the Stroke Association's mission, values and reducing health inequalities.
Strong interpersonal skills, with the ability to build trusted relationships and work effectively with diverse groups.
Willingness to travel across the UK and work flexibly.
Confident using digital tools and adapting to new ways of working.