

Dear friend,

Thank you for your interest in the position of Chief Executive at Action on Smoking and Health - the leading campaigning charity dedicated to ending the harm caused by smoking.

With the upcoming retirement of Deborah Arnott, who has led ASH for over two decades, we are looking for another exceptional individual to lead and inspire others to achieve meaningful change. This person will help us to ensure we deliver our statutory obligations while managing a small but dedicated team with a deserved reputation for punching above our weight.

This public-facing role will include taking a lead on Westminster parliamentary engagement, as well as being an ambitious and generous partner in the wider international tobacco control community. You will have appropriate campaigning, influencing and fundraising experience at a senior level, in addition to management skills to ensure our future organisational sustainability and the ability to create and handle a wide range of media opportunities to further the agenda.

Taken with recent government policy announcements, the smokefree England ambition and the need to review and refresh our strategy, this is a particularly exciting time to take the helm at the charity.

If this is you and you are interested in the role, then I look forward to discussing the role with you. In the first instance, please contact our Business Manager phil.rimmer@ash.org.uk if you would like to arrange an informal conversation about the role.

Yours sincerely,



Professor Nick Hopkinson,
Chair of Trustees.

About ASH

ASH is a campaigning public health charity, founded in 1971 by the Royal College of Physicians, that campaigns to end the harms caused by smoking. To achieve this our dedicated team of tobacco policy experts work collaboratively on:

- Advocacy and campaigning: pressing for policy measures to reduce the burden of premature disability and death caused by tobacco.
- Information, networking and support: working with others to address the tobacco epidemic.

In 2021 Action on Smoking and Health celebrated the fiftieth anniversary of its foundation. Over its lifetime, as a small charity with a big impact, ASH has been at the forefront of many campaigns to drive down smoking prevalence including the prohibition of tobacco advertising, the creation of smokefree public spaces and the introduction of plain packaging for tobacco products. These and other policy changes have helped to transform smoking behaviour, and attitudes to smoking, in the UK. ASH is proud to have contributed to the two thirds reduction in smoking prevalence in Britain between 1974 and 2019 from 45.6% to 15.8%.

However, looking to the future, ASH is moving into an exciting period with recent government policy announcements on tobacco control, an upcoming general election and the need for us to refresh our strategic planning.

ASH addresses policy areas reserved to the UK government, such as tax, illicit trade, and foreign policy, as well as devolved matters relating to England, such as health and local government. We work with a range of stakeholders including directors of public health, local and regional tobacco control teams, stop smoking practitioners, NGOs, academics, opinion formers, policy makers and parliamentarians.

ASH is fortunate in offering its Chief Executive the support of a committed and engaged Board of Trustees and staff with considerable experience in a range of fields.

Website: www.ash.org.uk

Our vision

A world free from the harm caused by tobacco.

Our mission

To eliminate the harm caused by tobacco and to use the best obtainable evidence to determine the most effective approaches to achieve our vision.

Our goal

To make and measure steady progress to achieving the national ambition of Smokefree 2030, *for all*.

Our values: ASH wants to reduce the harms caused by tobacco. We are anti-smoking not anti-smoker. We work collaboratively with organisations and individuals that share our aims

and objectives, and use our resources to develop public support for tobacco control and to help lead a wider tobacco control network. We play an important role in the global tobacco control movement, based around developing and implementing the provision of the WHO Framework Convention on Tobacco Control to the benefit of the UK as well as other countries.

Job Description

Reports to:	The Chair of the Board of Trustees
Salary:	In the region of £85-£95K, depending on experience
Based:	Hybrid – home and our London SE11 office
Holiday:	27 days (excluding Bank Holidays)
Contract:	Permanent (subject to 6 months probationary period)
Hours:	Full-time, 37.5 per week – flexible. This will include UK and international travel and some anti-social hours work.

Overall role

As the Chief Executive of ASH, you will be at the forefront of managing the organisation, playing a critical role in shaping its future. Reporting to the Board of Trustees through the Chair, your responsibility includes assisting in the development of a strategic plan that aligns with ASH's objectives. You will lead the Charity in achieving its aims and targets as set by the Board, working in harmony with the Chair to support the Board of Trustees in their governance roles.

In this public facing position, your leadership will be key to changes in public policy and public opinion. Through effective networking and coalition building, you will provide guidance both within ASH and in the wider public health community. Building senior level relationships with relevant government departments, professional bodies, and other agencies will be essential in enhancing our strategic objectives.

Your role also involves ensuring that ASH maintains its reputation as a reliable and high-quality source of information and analysis on tobacco related issues. With your leadership, ASH will continue to make a significant impact in public health, guided by strategic vision and a commitment to excellence.

1) Leadership

- a) Lead with a compelling vision of a smoke-free future, inspiring our staff, stakeholders, and the public health community. Uphold high standards and instil confidence in ASH's mission.
- b) Develop and refine strategic plans for Board approval, ensuring ASH remains on track to achieve its objectives. Regularly assess and adjust the strategy as needed.
- c) Oversee the recruitment and development of staff, fostering a team that is effective and aligned with ASH's goals. Ensure a collaborative and high-performing work environment.
- d) Ensure compliance with legal and administrative requirements, maintaining ASH's integrity and operational stability. Regularly assess organisational risks to proactively safeguard our mission.

2) Campaigning

- a) Lead campaigns for changes in public policy and public opinion, aligning with ASH's aims and charitable status.
- b) Cultivate key relationships with government officials, politicians, professional bodies, and agencies to further ASH's strategic goals.

- c) Enhance media relations to increase the reach and impact of our message.
- d) Uphold ASH's reputation as a trusted source of high-quality information and analysis on tobacco-related issues.

3) Governance

- a) Report to the Board through the Chair, safeguarding ASH's mission and ensuring the Board's strategic objectives and decisions are effectively communicated and implemented on time.
- b) Collaborate with the Board to set policy and priorities, and seek approval for new or significant initiatives.
- c) Implement the Board's policy decisions and oversee activities to maintain agreed quality standards.
- d) Provide regular updates to the Board on ASH's progress, performance, and other relevant matters impacting their responsibilities.
- e) Keep the Board informed about external factors that influence ASH's strategic and operational framework.
- f) Ensure staff activities align with ASH's charitable status, seeking the Board's approval for any actions that may affect it.

4) Finance

- a) Lead the funding strategy for ASH, ensuring robust financial support for the organization.
- b) Work with the Business Manager and Honorary Treasurer to develop the annual business plan, budget, and targets for Board approval.
- c) Oversee resource allocation to ensure compliance with financial and legal standards.
- d) Ensure that expenditure is controlled in line with the annual budget as approved by the Board of Trustees. Ensure that regular and relevant financial reports and other information are provided to the Board through the Business Manager and Honorary Treasurer, and that performance against the agreed annual financial budget is monitored and controlled.

Person Specification

ASH is on the search for an extraordinary leader to guide our organisation into its next chapter of impactful work. The Board of ASH highly values a candidate with exceptional campaigning skills, personal and professional aptitude, and proven management experience. While expertise in public health or tobacco control would be beneficial, it is not a prerequisite. What is crucial is your dedication to our core principles and your capacity for rapid learning and adaptation.

The role demands a steadfast commitment to operating within the realms of established scientific evidence. We are looking for someone who is not just skilled, but also passionate and visionary, ready to propel ASH forward with integrity, innovation, and a deep commitment to making a lasting difference in public health.

Professional Experience & Skills

1) Essential

- a) Experience of leadership, or a very senior role, in an organisation.
- b) Experience of effective campaigning for change in legislation, public policy or public opinion.
- c) A proven track record in successful media relations.
- d) Experience of building constructive relationships at senior level, collaborative working, and an ability to operate effectively with tact and diplomacy.
- e) Experience of policy analysis – for example, an ability to understand and synthesise scientific papers, economics, basic statistics, law and other relevant areas.
- f) Ability to grasp new ideas and unfamiliar knowledge quickly.
- g) Excellent written and verbal communications skills and experience in making presentations and public speaking.
- h) Excellent leadership skills and the ability to inspire and develop a strong team.
- i) Strong organisational and project management skills.
- j) Experience of effectively working with a board of management and developing, guiding and leading an agreed strategy.
- k) Experience in fundraising from major funders in addition to relationship building and maintenance with funders.
- l) Knowledge and experience of political processes and institutions.

2) Desirable

- a) Experience in the fields of public health or tobacco control.
- b) Financial and budgetary experience and a record of accountability.

3) Essential Personal Attributes

- a) Diplomacy and ability to understand and respect different perspectives.
- b) Confidence in challenging and sometimes confrontational situations.
- c) Ability to respond rapidly to changing policy environment.
- d) Non-judgemental about smokers.
- e) Commitment to public health and tobacco control.

NOTES

How to apply

Application is by CV and covering letter emailed to our Business Manager:
phil.rimmer@ash.org.uk

Closing Date

Sunday 10th March at 2359 hours.

Interviews

Interviews will take place at our central London office.

1st interview: Tuesday 16th April 2024.

2nd Interview: Tuesday 23rd April 2024.