



Candidate Pack

Director of UK Resilience

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Introduction

Welcome

I'm delighted that you are interested in joining us at the British Red Cross. This is a role like no other, in an organisation like no other. For over 150 years, we've brought kindness, hope, dignity and tireless effort to people's darkest hours. Our work exemplifies how the power of humanity can be an immense force for good. We want to see a world where everyone gets the help they need in a crisis; sadly, today we are needed more than ever before.

Responding to disasters and emergencies in the UK isn't new for us – but the increase in scale, length and frequency of man-made and natural disasters is. With the devastating humanitarian impact of these disasters intensifying, both at home and overseas, our role as a leading response organisation has shown us that it's not enough to just respond. We must also help people through other stages of a crisis: prevention, preparation and recovery, to build resilience for the future.

This role will build on solid foundations. In recent years, we've made significant strides in building a UK crisis function that's pioneering new ways of working, and planning for an increasingly challenging future. You'll consolidate and extend this work, bringing an optimistic and appreciative leadership style to an already high-performing team, and maintaining our excellent reputation as a trusted and reliable partner in the UK civil response system.

I very much look forward to meeting you.

Lisa Hollins
Executive Director - UK
British Red Cross



A headshot of Lisa Hollins our Executive Director - UK.

Our organisation

The British Red Cross helps people in crisis, whoever and wherever they are. We are part of the global voluntary network responding to conflicts, natural disasters and individual emergencies. And when the crisis is over, we help those affected to recover and move on with their lives.



An image of a person checking a child's heart rate.

Our work in the UK focuses on:

Emergency response

Supporting individuals and communities to respond and recover from emergencies.

First aid training

Providing life-saving safety and humanitarian skills so individuals are ready to help in crisis.

Health and social care

Helping people during difficult periods in their lives, such as illness or injury.

Refugee and other vulnerable migrants

Helping new arrivals in the UK and working to reunite families separated by conflict.

Advocacy

Every day, we are advocating on behalf of people in crisis and working to improve the humanitarian situation of everyone.

Internationally, we operate in over 30 countries. Overseas, our focuses are:

Emergency response

Supporting communities affected by conflicts and disasters.

Disaster preparedness

In countries that are vulnerable to disasters, giving communities the skills to survive.

Health and social care

Supporting vulnerable communities with a range of health care needs, community based health care, water and sanitation.

International humanitarian law

The Red Cross promotes the international laws governing the way conflicts are fought, minimising the negative effects they have on civilians and combatants.

Our values and principals

Our values point the way to how we behave in our daily work. They sit alongside our fundamental principals which underpin everything the movement does.

Our values are:

Compassionate

Courageous

Inclusive

Dynamic

The seven fundamental principals :

The British Red Cross is committed to, and bound by, it's fundamental principals. The principals guarantee the consistency of the Movement and it's humanitarian work.

The seven fundamental principals are:

1 Humanity

Born to assist without discrimination, the Movement works to prevent and alleviate human suffering and promote lasting peace.

2 Impartiality

It makes no discrimination. It endeavours to relieve the suffering of individuals, being guided solely by their needs.

3 Neutrality

To retain trust, the Movement remains neutral and avoids political, racial, religious or ideological controversy.

4 Independence

Independent and autonomous, National Societies act in line with the Fundamental Principles while supporting public authorities.

5 Voluntary Services

It is a voluntary relief movement, not prompted in any manner by desire for gain.

6 Unity

Each country has one Red Cross or Red Crescent Society, open to all and operating throughout its territory.

7 Universality

The Movement, in which all Societies have equal status have shared responsibilities and duties in helping each other, is worldwide.

Our behaviours

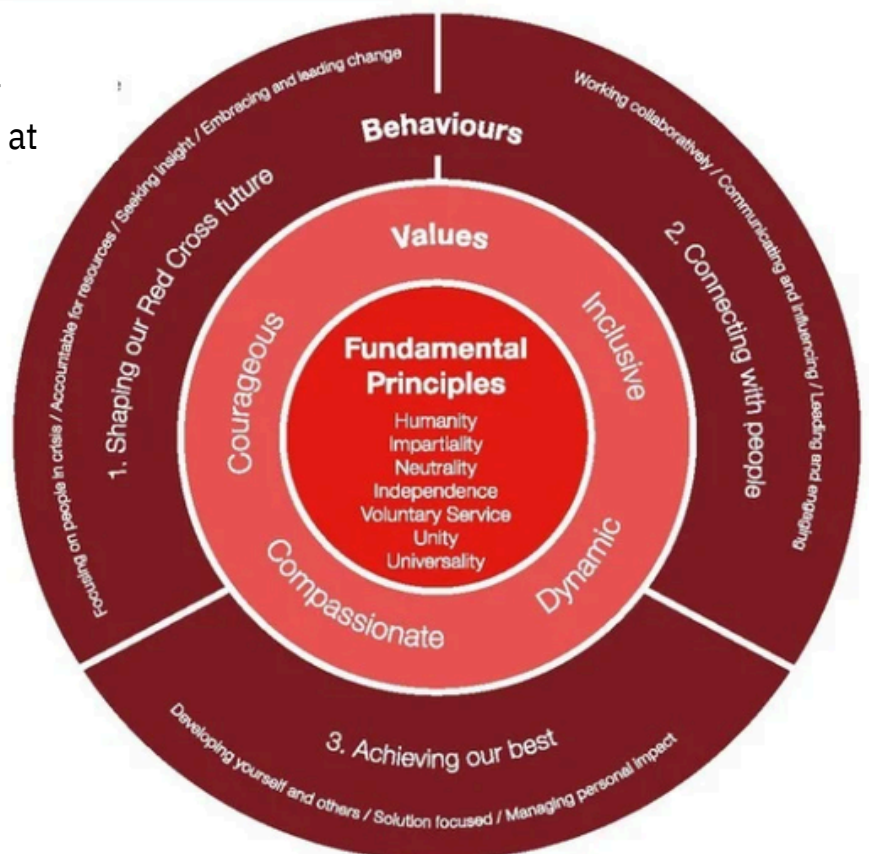
At the Red Cross we have a framework of fundamental principles, values and behaviours that guide the way we work. Our leaders model these behaviours every day and embed them into our services.

The comprehensive framework

The fundamental principles were created in Vienna in 1965. They bind together the National Red Cross and Red Crescent Societies, the International Committee of The Red Cross and the International Federation of the Red Cross and Red Crescent Societies. This makes the British Red Cross part of a global movement.

Our organisational values - inclusive, compassionate, courageous, dynamic - underpin the culture we want to create at the British Red Cross and inform our decision making.

Our behaviours sit in three clusters - shaping our Red Cross future, achieving our best, connecting with our people - and form a comprehensive framework to support our performance management at all levels. Specific leadership behaviours relevant to this role can be found in the role profile section of this candidate pack and will inform parts of the selection process for this role.



A career-defining opportunity

This is a rare opportunity to step into one of the most influential and purpose-driven leadership roles in the British Red Cross, at a time when the UK faces increasingly frequent, complex and unequal crises.

As Director of UK Resilience, you will help shape how the nation prepares for, withstands and recovers from emergencies that can alter lives in an instant – from sudden, localised incidents to large-scale crises driven by climate change, inequality and systemic fragility. You will lead a substantial, multidisciplinary directorate of staff and volunteers, stewarding a nationally coherent resilience offer that is grounded in frontline delivery, informed by evidence and lived experience, and designed with communities rather than for them. Operating at the intersection of national strategy and operational reality, you will influence government, emergency services and voluntary sector partners, helping to shape resilience systems that work for everyone, especially those most exposed to risk.

Emergencies can strike any time, anywhere; and the British Red Cross is there to provide the people, equipment, space and resources to support those affected by an emergency, helping them at the most difficult time in their lives. Our capacity, expertise and equipment means we can provide a co-ordinated, fast and reliable large-scale response. From a house fire, to a terrorism attack, to a major flood, you can depend on us 24/7, anywhere across the UK.

Few roles offer such a powerful blend of strategic authority, humanitarian leadership and real-world impact, or the chance to connect board-level decisions so directly to the moments when people need help the most. This is not simply a senior leadership role; it is a unique opportunity to help the British Red Cross live its mission – mobilising the power of humanity so that everyone gets the help they need in a crisis – and to leave a lasting legacy in how dignity, compassion and support are delivered across the UK for years to come.

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, socio-economic status or neurodiversity. We particularly encourage applications from candidates who are likely to be underrepresented in British Red Cross's workforce. These include people from Black, Asian and minority (or minoritised) ethnic backgrounds, disabled people and LGBTQI+ people.

Role profile

Job Level	7 Director
Directorate	UK Operations
Reports to	Executive Director of UK Operations
Service/Function	UK Resilience

Scale and scope of the role

Direct Reports	6	Indirect Reports	Up to 1500
Budgetary responsibility	Circa £8m +	Accountability for other resources	Variable

The Leadership and Management of our people is critical to us as an organisation. The responsibilities and expectations of Leaders and Managers at this level can be found in Our Leadership Framework attached in the documents section of the advert.

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. Our Leadership Framework, along with our values and behaviours and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about Equity, Diversity & Inclusion (EDI) at the British Red Cross in the 'How we lead & what we value' section of the advert.

Purpose of the role

“Strengthening the UK’s ability to withstand crisis - so no community is left behind”



A person wearing a red British Red Cross t-shirt smiles while holding two fundraising buckets on a city street.

The Director of UK Resilience provides overall national strategic leadership for the British Red Cross’s resilience mission. This role shapes and strengthens the UK’s resilience systems recognising that risk, vulnerability and impact from crises are not experienced equally across communities. The organisation plays a leading role in preparing communities, supporting responders, and enabling people to withstand and recover from crises and emergencies. The role leads a directorate of staff and volunteers made up of four functions: Strategy & Performance, Product, Business Services, and Operations.

The Director ensures the UK Resilience offer is financially sustainable, evidence based, nationally coherent, and grounded in operational delivery, and ultimately delivers on the humanitarian mission of the British Red Cross. National resilience approaches are shaped with communities, volunteers and partners, ensure alignment between preparedness, response and recovery so that national strategy translates into effective support for people and communities. As a member of the Strategic Leadership Team, the Director contributes to shaping organisational strategy, leading organisation level crisis readiness and responses, and strategic partnerships.

Key responsibilities

Leadership impact

- Provide overall strategic leadership for the UK resilience team, ensuring the British Red Cross plays a recognised, and where relevant leading and influential role across the UK's resilience systems through collaboration, partnership and system stewardship.
- Set the direction for and ensure delivery of UK Resilience outcomes, ensuring alignment with the organisation's 2030 strategy and wider humanitarian mission informed by evidence and insight.
- Lead the four UK Resilience functions to deliver a coherent, high-performing directorate focused on system impact, capability building, and operational excellence.
- Create clarity of accountability and empower teams to lead operational delivery, focusing the role on strategic direction, influence, and system leadership, modelling inclusive, trust-based leadership and shared accountability.
- Act as the organisation's professional authority in humanitarian resilience, and ensure BRC expertise informs national policy, practice, and partnerships.
- Work across BRC strategic functions to drive strategic coherence and impact, and provide strategic advice to the Executive Director and deputise as required.

System leadership and partnerships

- Build and maintain strategic partnerships with government (central, and devolved), statutory agencies, civil contingencies partners, and the voluntary and community sector ensuring national resilience approaches respond to differing levels of risk and impact.
- Represent the British Red Cross within national resilience forums, networks, and partnerships, shaping UK-wide resilience policy, standards and practice.
- Strengthen collaboration with category 1 and 2 responders to ensure BRC services are embedded within national and local systems and are effective within national systems for people facing the greatest through emergencies.
- Develop partnerships that strengthen national resilience and support a whole- society approach to resilience, including community-led and locally informed models where appropriate.

Delivery, capability and alignment

- Ensure resilience activity across the UK is effective, consistent and evidence-based across the UK prioritising communities most exposed to risk.
- Oversee the development of scalable services that help communities prepare for, respond to and recover from emergencies.
- Ensure the UK Resilience offer is financially sustainable, strategically aligned and delivers real impact balancing scale, quality and impact across the UK.
- Lead teams to use data and lived experience to shape decisions and understand impact to shape strategic direction and measure impact.
- Ensure strong relationships with operational leaders and volunteer teams to maintain readiness and the ability to scale quickly in a crisis.
- Lead the development of national support that helps people and communities prepare for, respond to and recover from emergencies that enhance resilience and support people before, during, and after emergencies with dignity and safety at the centre.



An image of the back of a person wearing a Red Cross vest with the Red Cross emblem on it.

Knowledge and skills

Essential:

- Knowledge of national resilience systems, including preparedness, response and recovery arrangements operating across the UK.
- Senior-level experience of leading or influencing complex, multi-agency and multi-stakeholder environments, with the ability to work effectively across sectors.
- Experience of developing and delivering strategy at national or system level, including translating strategic intent into priorities and outcomes.
- Experience of building and sustaining strategic partnerships with government, emergency responders and voluntary and community sector organisations.
- Experience of operating with senior stakeholders, including producing high-quality strategic documents and Board-level papers.
- Understanding and experience of how risk, vulnerability and impact from crises differ across communities, and how this shapes effective resilience planning and delivery.



An image of a woman wearing a Red Cross lanyar smiling mid conversation.

Desirable:

- Knowledge of devolved administration arrangements within UK resilience and emergency management.
- Experience of leading through significant organisational or system change.
- Experience managing large budgets or portfolios and demonstrating value for money decision making.

Additional Requirements:

- Ensures inclusive practice and challenges discrimination.
- Promotes diversity in line with EDI policy.
- Ability to work and travel across the UK and occasionally overseas, with flexibility and reasonable adjustments supported where required.
- On call requirement (usually one week in every five, weekend and out of hours) working in a major crisis or disaster, with wellbeing support and time off in lieu.

Terms of Appointment

The successful candidate will receive a competitive salary based on their skills and experience.

Benefits

As well as a rewarding career with a global charity, you'll get access to a wide range of enhanced benefits:

Flexible working – Your work-life balance is important to us that why we offer flexible working from day 1. We'll do what we can to make sure you can work in a way which suits your lifestyle

36 days annual leave (including bank holidays) plus the chance to purchase 5 extra days leave – It's time to refresh. We recognise the importance of plenty of time off to recharge

Training and development opportunities – We want you to be the best you can be. We provide a range of courses and training opportunities to further your development

Maternity, paternity, adoption, shared parental and careers leave – Take the time you need to care for your loved ones

Wellbeing support and advice helpline – Mental health matters. We want all our staff to know they have someone to talk to when they need it most

Pension scheme – We want you to feel secure in the knowledge you can look forward to a comfortable, happy retirement

Employee discounts – As a British Red Cross member of staff, you will be eligible for a Blue Light Card which offers discounts at various well-known shops, restaurants, and brands as well as access to our Reward Gateway

Cycle to work scheme – Hop on your bike and get active. Your physical health and wellbeing is important to us

Season ticket loan – We'll provide an interest free loan to spread out the cost of your commute to work

Learn more about us

How we build resilience

Discover how the British Red Cross supports individuals and communities to prepare for, respond to, and recover from emergencies:

<https://www.redcross.org.uk/get-help/prepare-for-emergencies>

Our commitment to inclusion

Explore how we are building an inclusive workplace that values diversity, equity, and belonging:

<https://www.redcross.org.uk/get-involved/jobs/equity-diversity-and-inclusion>

Our Strategy 2030

Read about our long-term vision, priorities, and the impact we aim to achieve by 2030:

<https://www.redcross.org.uk/about-us/how-we-are-run/corporate-strategy>

Our Fundamental Principles

Learn about the core principles that guide everything we do and shape our humanitarian work worldwide:

<https://www.redcross.org.uk/about-us/what-we-stand-for>



An image of a person in a British Red Cross jacket stands beside a screen in a classroom setting, gesturing while presenting information.

How to apply

We're delighted you're considering applying for this role. The British Red Cross is committed to creating an open, inclusive and supportive recruitment experience, and we want you to be able to apply in a way that works best for you.

To apply, please submit your application through our online recruitment system by the closing date stated in the advert. You will be asked to provide a CV and supporting information that allows you to demonstrate how your experience, skills and values align with the role. We encourage you to focus on your impact, leadership approach and the insight you would bring to shaping the UK's resilience.

If there is anything we can do to support you through the application process or if you would like to submit your response in an alternative format, such as BSL or video, please contact our recruitment team:

Tel: 0300 004 0554

Email: recruitment@redcross.org.uk

We recognise that leadership potential can be demonstrated in different ways. If this role excites you and aligns with your values and experience, we encourage you to apply, even if you don't meet every requirement in the person specification. Together, we can continue to mobilise the power of humanity so that everyone gets the help they need in a crisis.

Recruitment Timeline*

Role closes to applications:

Sunday 5th July

First stage interviews:

W/C 20th July & 27th July

**Subject to change*

**The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

