



## Executive Director of Strategy & Partnerships

### Background

The National Academy for Social Prescribing (NASP) is a registered charity and company limited by guarantee. Our goals are to promote social prescribing and to help people live the best life they can through social prescribing, as set out in the [NASP Strategic Plan](#).

To learn more about our organisation, partners, and social prescribing, please visit [socialprescribingacademy.org.uk](https://socialprescribingacademy.org.uk).

NASP operates through a hybrid model of working, with most work taking place remotely using Microsoft Teams for meetings and planning. We have an office space at London's Royal Festival Hall which staff can use to work. Travel to this (and other sites) will be required from time to time for meetings, site visits, events, and away days. This role will require attendance in London for 1 – 2 days per week.

### Recruitment

At NASP, we are passionate about creating an inclusive workplace that promotes and values diversity. We know that different ideas, perspectives, and backgrounds create a stronger and more creative work environment, and so we welcome applications irrespective of the applicant's age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances. We also welcome applications from neurodiverse candidates.

We seek to support candidates with relevant lived experience recognising that first-hand experience of what NASP seeks to achieve around social prescribing is valuable.

We have processes and policies in place to ensure that all applications are treated fairly throughout the recruitment process and that we make reasonable adjustments for those who require it. Applications are welcomed from applicants who wish to apply for a position based on a flexible working arrangement. Should a candidate be successful after the interview stage, this request will be accommodated within the needs of the role.

NASP seeks to be a truly 21<sup>st</sup> Century employer and organisation. Supporting our staff's wellbeing is central to that goal, as our staff are one of our greatest assets.

And therefore, we look forward to hearing from you about the role of Executive Director of Strategy & Partnerships.

## Role Details & Staff Benefits

**Salary:** £75,000 - £85,000, depending on experience

**Duration:** Permanent contract

**Hours:** Full time

**Location:** Hybrid – attendance at the NASP office at London's Royal Festival Hall will be required up to 2 days per week, as well as travel for site visits, staff days, and external meetings as required.

NASP offer a range of core benefits for staff on payroll, including:

- 30 days paid annual leave per annum, plus Bank Holidays
- An additional day of paid leave per year on your birthday
- Opportunities for Volunteering & CPD days each year
- Opportunity to request flexible working arrangements, including compressed hours
- Contribution to annual eye test, eyeglass purchase, and flu vaccination

### Purpose of This Role:

NASP is a highly ambitious charity, founded by government and working across diverse sectors to improve healthcare in England and across the world through the development of social prescribing. This is a senior leadership role to shape our future strategy and develop existing and new partnerships with government departments, national agencies, charities, business, the NHS and others to deliver this.

We are seeking an experienced senior leader, an optimist with strategic vision and a high degree of intellect who can collaborate with other leaders to design and deliver solutions to our most pressing problems in health and wellbeing. The postholder will navigate highly complex systems and networks and need to be very politically astute, diplomatic and excel at building relationships with trust and integrity.

The Executive Director for Strategy and Partnerships is the second most senior role in NASP, with a remit for leadership across the organisation and responsibility to deputise for the CEO. The core purpose of the role is to form strong relationships and partnerships with leaders from diverse sectors and co-produce strategies and programme plans for joint work. Existing formal partnerships include agreements with national 'arm's length' bodies such as Sport England and Natural England, and charities such as Independent Age. It includes line management responsibilities for staff seconded by partners or employed directly by NASP, to deliver partnership plans and priorities. The role includes the strategic leadership of multi-million-pound programmes reporting to government departments (for example working closely with DEFRA to lead the Treasury-funded '*Tackling and preventing mental ill health through green social prescribing*' programme). Therefore, a focus on delivery and achieving outputs and outcomes is just as important as strategic vision.

NASP also works internationally and there will be opportunities to travel regularly, for example supporting our network of global contacts with events (most recently the Canadian International Social Prescribing Conference).

The ideal candidate will be highly articulate, a persuasive public speaker, with a proven track record of delivering complex high impact partnerships which make a measurable impact. You will need to be comfortable advocating for social prescribing at the highest level; to government ministers and officials, CEOs of large organisations and global partners such as Movember, Amazon and the World Health Organization.

## **Person Specification:**

### Experience & Knowledge:

- Relevant detailed knowledge of health policy and strategy, ideally a high level of understanding and insight on social prescribing
- Experience working with government to influence and advocate or develop national policy, ideally experienced working at Ministerial level
- Senior leadership experience in a national or large complex organisation, including line/team management
- Experience building and developing partnerships at a national level
- Experience of developing strategies, business plans and proposals and producing reports and briefings at the highest levels
- Experience of leading and delivering large complex, multi-stakeholder programmes successfully

### Skills & Attributes:

- Politically astute & comfortable working with elected representatives, government departments, and political advisers
- A strategic thinker, balancing priorities to develop organisational vision whilst delivering on outcomes
- Ability to take an external-facing leadership role for NASP, with a high level of diplomacy, building relationships at all levels
- Pro-active and driven; able to form new high-level partnerships as well as developing and maintaining existing relationships
- Skilled programme manager able to ensure delivery and evaluation of complex programmes through leadership and management of internal and external stakeholders
- Excellent communication skills; both externally and internally, providing clarity and guidance to colleagues, and leadership to organisation as a whole
- Resilient, flexible, positive and able to flourish in a small dynamic organisation with competing priorities and external context of change and uncertainty
- A commitment to Equality, Diversity, Inclusion & Belonging, with a track record of embedding and championing inclusive practices at an individual and organisational level
- Affinity with NASP's Values as defined in the [NASP Strategic Plan](#)

## **Responsibilities:**

### Strategic Advocacy & Development

- Working with CEO, develop and promote strategic vision for the organisation, including development of new strategy from 2026
- Engage with politicians, government departments, and related staff (e.g. Special Advisers) at the highest level to raise awareness of NASP and social prescribing, and to ensure social prescribing is consistently high on national political agenda (including planning and leading key strategic events)

- Identify and forge new partnerships that align with strategic priorities; including generating income to ensure long-term sustainability
- Manage existing national partnerships, ensuring shared strategic priorities are delivered effectively; building and maintaining positive relationships
- Lead on development and implementation of Shared Investment Fund (SIF) in line with NASP's *Envisaging a Social Prescribing Fund for England* report; and development and delivery of additional ambitious national programmes, to promote, scale and spread awareness of social prescribing
- Continually identify new opportunities for NASP, and the latest developments, trends, and issues in social prescribing to drive future work for the organisation

#### Senior Leadership

- Work as part of Executive Leadership Team (ELT), and wider Senior Leadership Team (SLT), to provide leadership, guidance, and support across the organisation
- Provide regular updates at weekly all staff meetings (and other times as appropriate) on organisational priorities
- Chair and lead regular partnership and key stakeholder meetings, ensuring clarity of focus and progress towards programme and organisational objectives
- Attend Board meetings, updating Trustees on strategy, key programmes, and political engagement; offering strategic insight to support decision-making
- Attend and inform regular key strategic updates (e.g. DHSC), alongside CEO/Director of Operations as appropriate
- Provide strategic leadership and support to NASP's Evidence work to ensure the development of high-quality evidence products that help to inform and drive the development of relevant public policy; work practices within organisations and sectors key to social prescribing; and help to identify priority needs and thereby help staff to shape the innovative partnerships required to address those needs
- Provide strategic advice and support to NASP's Innovation programme and related activity, including the Innovation Network
- Draw on key relationships to understand the strategic external policy landscape to help shape NASP communications and outreach and thereby improve the impact of our communications and outreach activities
- Deputise for the CEO as appropriate

#### Line Management

- Overall management of National Leads team including individual line management for all National Leads and Healthcare Integration Lead
- Leading appraisals and objective setting; supporting CPD opportunities
- Overseeing recruitment where appropriate, working with Operations
- Regular team meetings including team away days for development
- Ensure close working and alignment with other teams, working with SLT to share knowledge

## Reporting To: Chief Executive Officer

## How to Apply

Please complete the application form (available on the [Careers page of the NASP website](#)) and send to [recruitment@nasp.info](mailto:recruitment@nasp.info) by 09:00 (9am) on Monday 20<sup>th</sup> January 2025. NASP have the right to bring the application deadline forward as they deem fit.

Ensure you complete all sections, including the Supporting Statement, and the details of 2 referees, including your latest employer or contracting organisation.

Please do not send your CV. We want to assess everyone in the same way, so we will assess your application solely on the information given in the application form.

Interviews will be held 30<sup>th</sup> January and 7<sup>th</sup> February so please keep these dates free. For more information and/or to request an informal conversation, please email any questions to [recruitment@nasp.info](mailto:recruitment@nasp.info).

Please note that any personal data you share will be treated confidentially and will only be used for recruitment purposes.

All appointments are subject to proof of right to work in the UK, references and a 3 month probationary period.