

DIRECTOR OF REGIONAL ENGAGEMENT

RECRUITMENT PACK



Welcome

This is a pivotal Executive Team role, leading a significant phase in SIA's evolution. The Director will develop and embed a regionally led operating model that brings a locally led delivery model through partnerships, communities and volunteers, while ensuring national consistency, collaboration and excellence.

Working across the organisation, the post will help shape SIA's future, leading change that strengthens our people, our culture and our impact beyond our Strategy 2030. You will bring:

- Significant experience of strategic leadership within the voluntary, public or related sectors.
- A strong track record of delivering organisational change, transformation and service development.
- Experience of working through partnerships, volunteer networks, community organisations or geographically dispersed teams.
- Excellent stakeholder engagement, influencing and relationship-building skills.
- Experience working with boards, trustees or senior governance bodies.
- A proven ability to translate strategic vision into operational delivery and measurable outcomes.
- A collaborative leadership style that enables individuals, teams and communities to thrive.

Most importantly, you'll be a values-driven leader who shares our commitment to empowering people, strengthening communities and improving the lives of those affected by spinal cord injury.



An introduction from the CEO

Dear candidate,

Thank you for your interest in joining this special charity with its vital role and unique culture. I hope that you find the following information useful in supporting your decision to apply.



The Spinal Injuries Association is committed to a singular vision: a fulfilled life for everyone affected by spinal cord injury. Everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else. We are the expert, guiding, voice for life after spinal cord injury.

We're the leading national charity supporting individuals who sustain damage to the spinal cord resulting in paralysis. We are a dedicated organisation providing high-impact, quality services for people with spinal cord injury and their families. All of our work is based on the personal experiences of our members.

Being a user-led organisation is important to us; almost half of our staff and the majority of our trustees live with spinal cord injury.

You'll be joining the charity at a pivotal time in our development journey. Our passionate team are driving forward ambitious plans set out in our 2030 strategy, to build on our success and achieve greater impact.

This post will play a critical role in achieving our ambitions. We hope that the role inspires you and look forward to receiving your application.

Nik Hartley OBE

About us

SIA is the expert voice and leading source of information and advice for people affected by spinal cord injury (SCI). For over 50 years, we've been supporting people with spinal cord injury and representing the wider SCI community to government and other decision-makers.



Goal 1

A health and care system that works for people with spinal cord injury

- i. **Anyone diagnosed** with spinal cord injury can access specialist advice, representation and rehabilitation from the day of injury and throughout their reintegration into life and their community
- ii. **All people** living with spinal cord injury can access general health services without fear of sub-standard care

Goal 2

Double the number of members accessing our network of services

- i. **Access to** specialist counselling and mental health support for trauma and living a life with spinal cord injury
- ii. **Access to** appropriate housing, transport, livelihoods and care

Goal 3

A UK government and public championing the cause

- i. **A network** of members and partners campaigning, fundraising and supporting the work of SIA across the UK
- ii. **A knowledgeable, engaged and supportive** government, media and public

Our Vision is

A fulfilled life for everyone affected by spinal cord injury

Our Purpose is to be

The expert, guiding voice for life after spinal cord injury

1
Provide critical health and care support for people with spinal cord injury

2
Coordinate a network of support services nationwide

Engaging over 30,000 members we will...

4
Campaign for change

3
Build vital specialist expertise across the health and care sector



We are COMPASSIONATE

... in our response to everyone who comes to us for help.

We are INCLUSIVE

... not just in who we support and who works for us, but how we work.

We are COURAGEOUS

... bringing our passion, knowledge, skills and commitment to everything we do.

And we are COLLABORATIVE

... forging an ever-stronger movement of people and organisations.

About the role

Salary: £67,187 annually

Contract: Permanent

Hours: Full time, 35 hours per week

Location: SIA House, Milton Keynes

Closing date: 19 October, 2026, 9am

Interviews will be held at SIA House, Milton Keynes

1st Interview Dates: Monday 10 and Tuesday 11 November 2026

2nd Interview Date: Monday 16 November

APPLY

Reporting to the CEO, you will lead a diverse portfolio encompassing regional support services, volunteering, partnerships, community development and people leadership.

This is not a role focused solely on maintaining existing services. You will help design and implement the next stage of SIA's regional engagement model, influencing how we work with communities, partner organisations and volunteers across the UK. You will:

- Lead the development and implementation of SIA's regional engagement strategy and operating model.
- Drive organisational transformation, helping embed new ways of working and a culture of collaboration, empowerment and impact.
- Grow and strengthen strategic partnerships with charities, NHS organisations, service providers and other key stakeholders.
- Expand and develop our network of community groups, volunteers and local advocates.
- Provide strategic leadership and organisational direction as a member of the Executive Team.
- Oversee the People function, supporting workforce planning, leadership development, organisational capability and cultural growth.
- Ensure SIA's regional presence delivers measurable improvements in reach, engagement and impact.

Key Responsibilities

1. Regionalisation

- Leading all aspects of the next phase in development of SIA's regionally based support network to achieve a structure that can oversee regional coordination of a network of partners, community groups and volunteers.
- Volunteering: Develop, budget and roll out of volunteer strategy (frame developed by a consultant through 2024/25), including supporting the fundraising and campaigning teams to achieve growth in local fund raising and campaigning.
- Community Groups: Scale, embed and empower SIA's network of Community Groups to lead its frontline for programming as well as the platform for SIA's members, partners, public affairs and fundraising across each region of the UK.
- Partnerships: complete development of the partnerships model including, identifying and signing up local service providers, charities and all key NHS hubs in each region.
- Programmes: work with the sister Programmes teams including Specialist Services teams (Clinical, Counselling and Advocacy) Frank Williams Academy , Communications (including the Membership team) and Public Affairs to build more efficient and effective links.

2. People leadership

- As part of the Executive, the role will take responsibility for oversight of the People function. This is led by the Head of People, ensuring organisational capability, workforce planning, leadership development and cultural change supporting SIA's evolving regional model.
- Executive leadership of the direction of SIA towards and beyond Strategy 2030.
- Leadership and Management: alongside fellow Directors, lead and support the SLT and management to set out annual two-year plans and budgets reflecting capacity needs and the long-term strategic aims of SIA.

Key Responsibilities

3. Reporting and governance

- Line management of the two Support Network Managers and the Head of People.
- Oversight of the development and management of the goals, objectives and milestones for all teams within the Support Network and People Departments.
- Delivering detailed reports against milestones, financial targets and risk planning, on a quarterly basis for review at SLT, the Board's Programmes Committee and the full Board's quarterly meetings.
- With Executive colleagues oversee - the safeguarding of our staff, volunteers and members to meet the highest standards expected of the charity - goals for equity, diversity and inclusion in all that we do as well as our ambitions for sustainability and becoming carbon net-zero
- Act as a public ambassador for SIA and its cause.
- Support the development and oversight of performance management and staff development across the organisation.
- Support SIA's public and institutional fundraising work.
- Act as a role model, upholding the values of the charity.

“HELP CREATE A FUTURE WHERE EVERYONE AFFECTED BY SPINAL CORD INJURY HAS ACCESS TO THE SUPPORT, OPPORTUNITIES AND CONNECTIONS THEY NEED TO LIVE FULFILLED, INDEPENDENT LIVES.”



Employee benefits

- 28 days annual leave plus bank holidays, rising to 30 days
- 6% employer pension contribution
- Healthcare cash plan
- Life assurance
- Employee Assistance Programme
- Employee volunteer days
- Discounted gym membership
- Ongoing investment in learning and development
- Free parking at SIA House



"IT'S A PRIVILEGE TO WORK FOR A CHARITY WITH PEOPLE WHO GENUINELY CARE ABOUT NOT ONLY THEIR MEMBERS BUT ALSO THEIR STAFF."

- GIL, SUPPORT LINE OFFICER

How to apply

At SIA, we value diversity. We are committed to providing an inclusive and supportive environment as we believe diversity fosters a more innovative, creative, and caring culture. We are striving to create a culture that fully represents all the communities we serve. We are an equal opportunity employer, and all applicants will be considered for employment regardless of race, age, ethnicity, religion, sexual orientation, gender, gender identity, family or parental status, or disability status. Disabled candidates who meet the standard job criteria will be offered a guaranteed interview.

APPLY

Closing date: 19 October, 2026, 9am

First interview: 10/11 November 2026

Please complete all supplementary questions on your application form AND create a FULL PROFILE as these will inform our initial review of applications.

For more information about this role please contact [**hr@spinal.co.uk**](mailto:hr@spinal.co.uk)

Person specification

Knowledge, experience and skills	Essential	Desirable
Senior level leadership	x	
Budgeting and reporting	x	
Strategic development and oversight - particularly in the voluntary sector	x	
Experience delivering through volunteers, community groups or partnership and/or regionally structured national charities	x	
Significant experience of leading organisational change and transformation	x	
Experience of developing strategic partnerships and external stakeholder relationships	x	
Experience of leading geographically dispersed teams, networks or services		x
Experience of reporting to Boards, Committees or Trustees	x	
Human Resources experience		x
Lived experience of a spinal cord injury		x
Financial knowledge including forecasting, profit & loss and balance sheets		x
Knowledge of the UK voluntary sector, preferably disability charities		x
Fundraising especially in cultivation, design, development and reporting to trusts, foundations and institutional donors		x

Person specification

Knowledge, experience and skills	Essential	Desirable
A strategic thinker	x	
Strong communication skills (written and verbal)	x	
Good organisational, planning and coordination skills	x	
Ability to multi task and prioritise	x	
A leader - including strengths in collaboration, delegation and communications	x	
Ability to manage multiple projects simultaneously	x	
Mission oriented and self motivated	x	
Analytical – especially in the context of strategic, financial and programmatic challenges and opportunities	x	
A problem solver	x	
Values driven and role model for colleagues and stakeholders	x	

Every day **12** people

will be paralysed because of
an injury to their spinal cord

Every year, more than **4,700**

people are injured or
diagnosed with
spinal cord injury

There are an estimated **105,000**

people living
with a spinal cord
injury in the UK

What we do

In 2025/26:

Our support coordinators delivered **1,814 sessions** to meet the practical and emotional needs of people with spinal cord injury

Our clinical specialists helped train **over 1,661 healthcare professionals** in the unique healthcare needs of people with spinal cord injury

We ran **313 community support group sessions**, giving people with spinal cord injury the chance to come together in their local areas

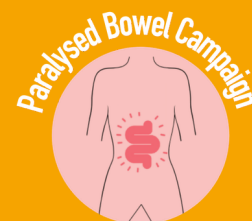
sia spinal
injuries
association
for life after spinal cord injury | **Hudgell**
SOLICITORS
campaign for change



OUR CAMPAIGNS

PARALYSED BOWEL CARE

People with spinal cord injury are often denied essential bowel care in healthcare settings. We are campaigning for every healthcare setting to have a fully implemented bowel care policy in place so this doesn't happen.



STOP THE PRESSURE

Pressure ulcers can be serious - resulting in weeks or even months of bed rest, totally disrupting lives. Our annual awareness campaign highlights the importance of knowing the signs and checking skin, daily.

WOMEN'S HEALTH

Many women with spinal cord injury aren't able to access the same diagnostic screening and reproductive health provisions as non-disabled women. We are campaigning to improve understanding and services, so that women aren't put at unnecessary risk.

