

# Chief Executive Officer

## Candidate information pack

**Thank you for your interest in joining the British Acupuncture Council (BACC). This information pack is designed to give you an overview of the BACC's history, mission, vision, values and structure.**



### [About the British Acupuncture Council \(BACC\)](#)

The British Acupuncture Council (BACC) is the UK's largest, member-led, professional body for traditional acupuncturists, with nearly 3,000 members.

The aim of the BACC is to set the highest standards of professional practice for the Acupuncture profession in the UK.

We advocate on behalf of traditional acupuncture professionals and maintain the highest professional standards to protect the public. We provide our members with a wide range of services to facilitate their practice and we also act for the traditional acupuncture profession as a whole. Traditional styles of acupuncture utilise an understanding of health and illness that has developed for

over 2000 years. This theoretical knowledge guides the diagnosis and the treatment including the selection of points. In traditional acupuncture there is no mind-body split.

Our members belong to an accredited register, regulated and approved by the Professional Standards Authority for Health & Social Care (PSA). The PSA protects the public by overseeing the regulation and registration of healthcare professionals - including statutorily regulated professions, such as the Nursing and Midwifery Council, and Accredited Registers like the BAAC. This offers a quality mark for high standards of training, GP referrals, safe practice and professional conduct.

## Our vision

**BAAC members being at the forefront of providing traditional acupuncture as an accepted and leading healthcare choice.**

## Our values

- Holism: We believe in holistic and personalised patient care.
- Safety: We believe in safe and responsible patient care.
- Integrity: We are committed to the highest professional and ethical standards in all our work.
- Evidence: We believe in evidence-based approaches founded in robust research.

## Our mission

- To promote members' professionalism, uphold learning and research, and celebrate diversity of practice
- Promote members' excellent acupuncture skills and standards of safety.
- Uphold high standards of education and support members' research.
- Unify our members by celebrating the diversity of traditional acupuncture practice as well as valuing our common roots.

## Our history

Prior to the genesis of the British Acupuncture Council in June 1995, there were five separate professional registers and member groups of the Council for Acupuncture (CFA 1980-95):

- Chung San Acupuncture Society, members having graduated from Lily Cheung's Chung San Acupuncture School
- British Acupuncture Association and Register, for graduates of the British College of Acupuncture
- Register of Traditional Chinese Medicine, an independent register not affiliated with any college
- International Register of Oriental Medicine for graduates of the International College of Oriental Medicine
- Traditional Acupuncture Society, for graduates of the College of Traditional Acupuncture in Leamington Spa

It was unanimously agreed by the CFA members, that one body should represent and govern professionally qualified traditional acupuncturists in all aspects of their work. Since its inception, the BAAC has sought to act as a voluntary self-regulator of its members.

## A brief timeline

- 1989** British Acupuncture Accreditation Board (BAAB) established
- 1993** European Journal of Oriental Medicine (EJOM) publishes first issue
- 1995** British Acupuncture Council established

- 1999** World Health Organisation publishes Guidelines on Basic Training & Safety in Acupuncture
- 2000** House of Lords report on Complementary Medicine released
- 2011** Governing Board replaces BAcC Executive Committee
- 2013** BAcC achieves accreditation by Professional Standards Authority
- 2013** BAcC launches Acupuncture Awareness Week
- 2015** BAcC rebrand emphasising traditional acupuncture
- 2016** Welsh Public Health Bill recognises BAcC members
- 2020** Covid-19 secure guidelines produced in collaboration with RCHM
- 2021** New BAcC five-year strategy finalised and released



### BAcC conference

The ARRC Symposium and The BAcC Annual Conference is the largest annual UK acupuncture conference that brings together the world's authorities on acupuncture, at the same time as facilitating a programme of workshops, discussion forums and interactive sessions.

## Our structure

The Chief Executive Officer reports to a Governing Board, made up of five practitioner members and four lay members, which in turn is ultimately accountable to the BAcC members.

The Chief Executive Officer leads the staff team who support our members through a range of services, including professional development, mentoring, CPD, education standards, safe practice, professional conduct and membership services.

The BAcC's office is in Jeddo Road, West London, W12 9HQ and the team currently works remotely on a hybrid basis – we value the benefits of coming together in person as a team and we also work well together remotely.

## Staff benefits

- 32 days annual leave per annum
- 3 months full pay sickness absence
- Income protection insurance from the 13<sup>th</sup> week of absence
- Employee Assistance Programme including 24-hour telephone counselling and up to 6 face to face counselling sessions
- Interest free Season Ticket Loan
- 5% employer contribution to pension

## Recruitment timetable

<b>Closing date</b>	10 March at 20:00
<b>Video interviews</b>	25 March [Held virtually via MS Teams]

The interview process will involve a formal interview along with a meeting with staff members and a meeting with a panel of BAcC members.

## Application process

If you are interested in applying for the role, please submit your CV along with a covering letter (Maximum 2 sides of A4) outlining how you meet the person specification to [Recruitment@parnglobal.com](mailto:Recruitment@parnglobal.com)

**The closing date for applications will be Sunday 10<sup>th</sup> March.**

If you have any questions about the role or the process, please contact Will Pritchard via [Will@parnglobal.com](mailto:Will@parnglobal.com) in the first instance.

# Job description

<b>Position</b>	Chief Executive Officer
<b>Reporting to</b>	The Chair of the BAcC Board of Directors/ Board of Directors
<b>Contract type</b>	Permanent, full-time
<b>Salary</b>	£65,000 - £70,000 per annum, depending on skills and experience.

## Purpose of the post

The Chief Executive Officer provides leadership to the management of the British Acupuncture Council (BACc) which includes responsibility for the BACc's executive and financial management. They work closely with the Governing Board to implement the organisation's long-term strategy, budget and business plan.

## Main responsibilities

- To work with the Governing Board to formulate, implement and review the Council's mission statements, strategic plan, targets and policies
- Foster a culture where members can participate and feel fully engaged in the Council, leading to enhanced membership satisfaction and growth.
- To be responsible for staff leadership, management and administration of the organisation, financial sustainability and to ensure systems are in place to monitor these.
- Hiring, leading and supporting the staff team to achieve BACc mission and objectives, including oversight of significant projects;
- To develop effective advocacy for traditional acupuncture as a healthcare option;
- To ensure that the Council is positioned to be agile, forward-facing, and open to new ideas and able to create and take advantage of new opportunities as they arise.
- Manage resources to ensure that they are used effectively and efficiently whilst ensuring the overall financial health of the organisation.
- To develop and embed a sustainable organisation, underpinned by a culture of shared beliefs and values.
- Revenue generation through innovation, partnerships, and excellent budget controls.
- Ensure EDI is integral to all activities.

## Responsibilities and duties in relation to the Governing Board

- Ensuring that the Council fulfils all legal, statutory, and regulatory responsibilities, advising the Governing Board on all aspects of governance and health and safety.
- Working with the Chair and the Governing Board in promoting and maintaining the strategic direction of the Council and in furtherance of the Council's aims and objectives.
- Building effective working relationships and engaging with Governing Board members.
- Providing the Directors with timely advice and appropriate information on all relevant matters to enable them to make informed decisions.
- Provide advice to the Governing Board on the management of risk and regularly update the risk register.
- Act as designated officer for safeguarding and ensuring reporting to the Governing Board.
- Compile the Annual Report and accounts for the Governing Board approval.

## Strategy and operations

- Work with the Governing Board to develop the Council's strategic plan and with the staff team and committees deliver on that strategy.
- Ensure that the Council's operational and strategic activities and plans are aligned with resources.
- Maintain an overview of key strategic markets. Promote the Council to the public and external stakeholders including governments.
- Foster political engagement.
- Act as a spokesperson for the organisation and support and enable others to do so.
- Manage and keep oversight of the membership engagement and communications, fostering a culture in which members can participate and feel fully engaged.
- Ensure that all policies and decisions align to the organisation's strategic priorities and values.
- Facilitate and support, in partnership with the Governing Board and committees' effective decision-making and flow of communications.
- Embed digital transformation into the work of the Council and ensure the development of business systems in line with business need, strategic priorities, and value for money.
- Build, develop and maintain relationships with key stakeholders, European Traditional Chinese Medicine Association (ETCMA), WHO, British Acupuncture Accreditation Board (BAAB), Council of Heads of Acupuncture Colleges (CHAC), PSA (Professional Standards Authority), Register of Chinese Herbal Medicine, and the Association of Traditional Chinese Medicine (RCHM), British Medical Acupuncture Society (BMAS), Acupuncture Association of Chartered Physiotherapists (AACP), the National Health and Care System and other relevant organisations.
- Lobby private health insurance companies to extend their coverage for BAcC members' services;
- To develop new and existing collaborations and partnerships, ensuring regular review to ensure the Council continues to benefit from such collaborations.

### Leadership and management of staff team

- Ensure that the BAcC has an appropriate management structure in place.
- Develop and maintain strong and proactive working relationships between, Directors, committee members and staff.
- Develop and lead a high performing staff team, providing effective leadership and direction to all staff with a focus on engaging, developing, and empowering them.
- Ensure organisational culture and values are developed to facilitate an empowering, collaborative, and innovative culture in the staff team.
- Responsible for the employment of all staff and for all aspects of HR ensuring compliance with employment law.
- Promoting diversity, inclusion, and equality of opportunity with the Council as well as across the membership.
- Ensure that systems are in place to provide clear communication and engagement with staff, including staff reviews and surveys.
- Ensure that the recruitment, management, training, and development of staff reflect best practice.
- Contingency and succession planning, and horizon scanning for threats and opportunities.

### Financial management

- In consultation with the Governing Board, lead the strategic and business planning processes of the Council.
- In consultation with the Governing Board, lead the delivery of the operational/financial performance through the staff.
- In liaison with the Governing Board, take responsibility for the financial management of the Council.

- Ensure the use of an effective financial performance management system, record keeping, delegation of authority and administrative systems to mitigate risk and to position the Council for external audit.
- Work with the Finance Manager and Treasurer to develop an annual budget for approval by the Governing Board.
- Lead a rigorous budget review and controls process, intervening as necessary to manage budget overruns.
- With the Treasurer and Finance Manager, ensure that a robust process is in place to develop the Council's financial plans, annual business plan and budget cycle and ensure effective implementation.
- Manage the relationship between the Council, our insurance broker and various insurance companies.
- Continually seek ways to improve the Council's performance and effectiveness.
- To identify new opportunities to grow income streams for income growth and diversification.

### Other duties

To carry out any other duties which may be reasonably expected by the Chair and the Governing Board.

# Person Specification

## Experience and qualifications

- Educated to degree level or equivalent standard (e.g. professional qualifications)
- Significant experience of senior management in a related organisation, including experience of strategic management of financial, human and physical resources; and reporting to a board of directors / trustees.
- Experience of maintaining and promoting the highest standards of ethical behaviour at an organisational level.
- Visionary leadership skills with experience in steering organisations through periods of significant change or growth.
- Experience of advocacy in support of an organisation or cause.
- Expertise in financial management, risk management and operational efficiency, particularly in a similar setting.

## Skills

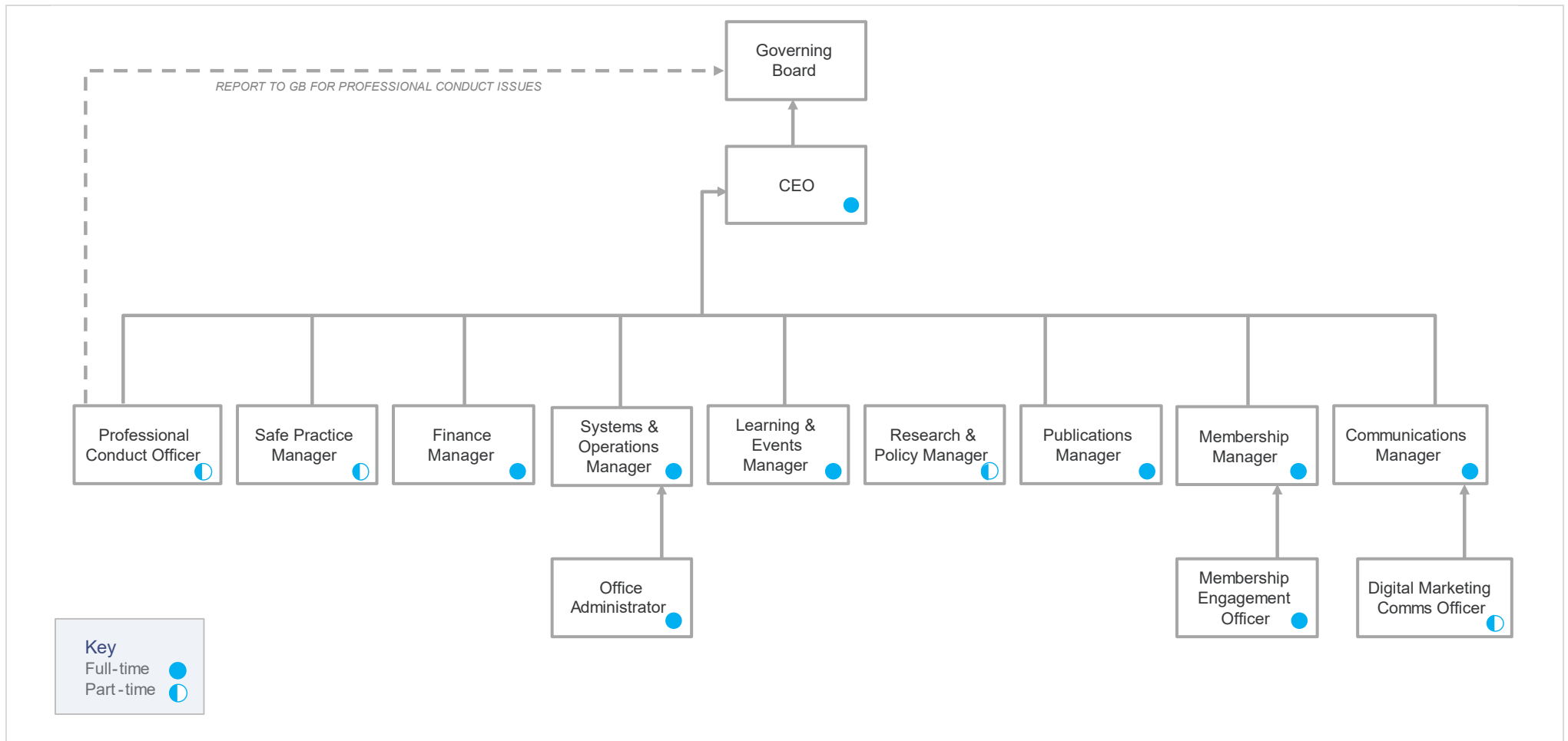
- Excellent communicator, with strong written, oral and listening skills and the ability to understand the needs and wishes of a diverse membership.
- Conflict resolution skills and resilience, with the ability to mediate between conflicting views and opinions.
- Exceptional leadership skills, with the ability to draw from the strength of staff members and support them in implementing organisational priorities.
- Exceptional communication skills, including public speaking and media relations, essential for advocacy and representation roles

## Ability and approach

- Ability to delegate work where appropriate. Understanding the fine line between giving autonomy to staff and stepping in where required to support the achievement of objectives.
- A strong team player with the ability to gain the confidence of internal and external stakeholders.
- Understanding the structure and dynamics of a democratic, member-led organisation. Ability to balance member needs with strategic goals
- An appreciation of acupuncture as an important health care modality and/or an understanding of the conventional and complementary healthcare sectors.
- Understanding of the key issues currently facing a professional body.

# Appendices

## Appendix 1 - Team structure



## Appendix 2 – Committee structure

