



Action for
Pulmonary
Fibrosis

Director of Support and Services

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

Job description

Job title:	Director of Support and Services.
Salary:	£60,000 – £65,000 per annum (pro rata if part-time).
Hours:	Full-time, 37.5 hours per week. Typically, 9:00 am – 5:00 pm, with flexibility to maintain a good work–life balance. Occasional out-of-hours work may be required, with time off in lieu. (Part-time consider, minimum 4 days).
Reports to:	Chief Executive.
Location:	Hybrid Role – 1 day pw in the charity’s Peterborough office.
Direct reports:	<ul style="list-style-type: none">• Information and Education Manager• Senior ILD Nurse• Support Line Manager• Befriending and Volunteer Coordinator• Support Networks Manager
Directorate Areas:	<p>Information and Education: Trusted information, patient and HCP resources, Insider magazine, education webinars.</p> <p>Telephone Support, Befriending and Volunteering: Development of the support line to national standards, expansion of volunteer programme.</p> <p>Clinical Delivery and Health Partnerships (to be developed): The Director will establish and lead this new function. This will include developing NHS service partnerships, securing partnerships and case of need for roles such as dietitians and mental health specialists, building clinical oversight across all services, and strengthening healthcare professional engagement and relationship management.</p> <p>Support Network: Relationships with over 80 Pulmonary Fibrosis support groups, APF-led remote groups, affiliation model development.</p>



About Action for Pulmonary Fibrosis

Action for Pulmonary Fibrosis (APF) is a national charity dedicated to improving the lives of individuals and families affected by pulmonary fibrosis. We fund research into better treatments, provide essential support to patients, and campaign for better access to care. Our mission is underpinned by values of compassionate, bold, expert, and collaborative. We believe in creating a supportive environment in which both our employees and beneficiaries can thrive.

Founded in 2013 by people affected by PF and clinicians, APF has grown into a respected national charity rooted in community and evidence.

We provide trusted information and support, help a growing network of support groups, campaign to improve access to care, and invest in research to bring hope of new treatments. APF strives to be an organisation of equity and inclusion, welcoming people from all backgrounds – our team and volunteers aim to reflect the diverse communities we serve. In 2025, we launched an ambitious five-year strategy (2025–2030) co-created with the PF community, which focuses on expanding support, transforming care, and accelerating research. This strategy marks a step change with a clearer focus, stronger delivery model, and greater ambition to ensure no one faces pulmonary fibrosis alone.

Role purpose

The Director of Services is a pivotal senior leadership role at APF, responsible for shaping, delivering, and continually evolving our services for people affected by pulmonary fibrosis. This includes strategic oversight of all support, information, and engagement activities designed to help people live well with PF, while reducing inequality of access and driving improvements in care and experience across the UK.

Reporting directly to the CEO and working closely with the Board of Trustees, this role leads one of APF's core delivery directorates and holds accountability for quality, safety, impact, and compliance across our services.

The postholder will shape APF's approach to meeting future demand through innovation, partnership working, CRM growth, and by embedding lived experience throughout service design and delivery. This is a highly visible leadership position, working in collaboration with colleagues across health, social care, voluntary sector partners and within the wider respiratory community.

As a member of APF's Senior Leadership Team, the Director will contribute to the charity's overall strategy, culture, and governance. They will champion our values, lead by example, and help ensure APF remains a trusted, compassionate, and expert voice for everyone affected by pulmonary fibrosis.



Key responsibilities

Strategic Leadership and Service Development:

- Provide visionary leadership for APF's support and information services, setting direction and priorities in line with our 2025–2030 strategy.
- Develop and deliver plans to expand reach and deepen impact, ensuring services are mission-led, user-centred, and guided by lived experience.
- Establish and develop APF's Clinical Delivery and Health Partnerships function, shaping its structure, purpose, and staffing in collaboration with healthcare partners.
- Drive innovation across services, exploring opportunities to expand digital delivery, co-production, and new service models that improve access and outcomes.
- Contribute actively to organisation-wide strategy, leadership, and culture through the Senior Leadership Team.

Operational Leadership and Quality Assurance:

- Oversee the development and delivery of safe, effective, and inclusive services across Information & Education, Telephone Support and Volunteering, Clinical Delivery & Health Partnerships, and the Support Network.
- Ensure services operate in line with best practice, legal, regulatory, and clinical standards, including safeguarding, data protection, health and safety, and clinical governance.
- Lead the transformation of our national Support Line into a clinically informed specialist hub, incorporating appropriate triage, clinical input, and standards for accreditation.
- Implement robust monitoring, evaluation, and reporting frameworks to evidence impact, drive improvement, and inform future service design.

Governance, Safeguarding, and Risk

- Act as APF's Senior Safeguarding Lead, ensuring policies, training, and case management processes are robust, compliant, and aligned to best practice.
- Lead Health and Safety across the charity, ensuring compliance with all legislation and sector standards.
- Provide clear reporting to the CEO, SLT, and Board on service performance, services risk management, and opportunities.
- Develop and maintain governance frameworks to support clinical delivery, safeguarding, and future regulatory compliance
- Champion a culture of quality assurance and continuous improvement across the organisation.

Partnerships, Advocacy, and Stakeholder Engagement:

- Forge and maintain strong partnerships with NHS ILD centres, healthcare professionals, and other key stakeholders to improve outcomes for people with PF.
- Represent APF at forums, networks, and conferences to advocate for equitable care and raise our profile as a service provider and partner.
- Contribute service insight to campaigns for faster diagnosis, better care, and fair access to treatments, in collaboration with APF's Policy and Research functions.
- Collaborate across APF teams to ensure service delivery aligns with policy, communications, fundraising, and research priorities.



Key responsibilities (continued)

Volunteer, Community, and Lived Experience Engagement:

- Lead the development and implementation of a national volunteer strategy aligned with our strategic objectives and values that extends our reach and impact, ensuring all volunteer activity is safe, inclusive, and purpose driven.
- Implement consistent standards in recruitment, training, support, and safeguarding, and empower volunteers to contribute meaningfully across service delivery, peer support, awareness-raising, and fundraising.
- Develop and implement a volunteer programme that empowers people affected by PF to contribute to service delivery, advocacy, awareness, and fundraising.
- Foster inclusion and diversity in volunteer recruitment and ensure volunteers have a positive, rewarding experience with clear role descriptions and support.
- Ensure lived experience informs all aspects of service design and delivery, embedding co-production and user insight across the directorate.

Leadership and People Management:

- Lead, develop, and support the Services Directorate team, promoting a culture of excellence, compassion, inclusion, and accountability.
- Provide effective leadership to direct reports, ensuring clear objectives, professional development opportunities, and wellbeing support.
- Actively contribute to organisation-wide leadership, supporting cross-team collaboration, resource planning, and change management.
- Work collaboratively with colleagues to secure income for service development and ensure resources are managed effectively and deliver value for money.

Person Specification

We are seeking an inspiring, compassionate, and highly capable leader with the following skills, experience, and attributes:

Essential Experience and Knowledge

- Substantial senior leadership experience within a charity, health, or social care environment, with a proven track record of delivering impactful services and leading diverse teams.
- Demonstrable success in developing, leading, and scaling complex service delivery functions, ideally within a patient-centred or healthcare context.
- Deep understanding of clinical governance, safeguarding responsibilities, health and safety legislation, and data protection within a service delivery setting.
- Strong experience in developing and managing partnerships with statutory services, particularly within the NHS or similar health systems.
- Knowledge of the UK healthcare landscape, health inequalities, and the role of the voluntary sector in complementing statutory services.
- Proven experience of leading organisational change and service transformation in response to strategic objectives and user needs.
- Experience of successfully embedding quality assurance frameworks and measuring service impact.
- Skilled in managing risk and regulatory compliance, preparing for external assessments or accreditations.
- Experience of managing budgets and resources effectively to deliver value and impact.



Person Specification (continued)

Essential Skills and Abilities

- Strong strategic thinking skills, with the ability to see the big picture, identify opportunities, and translate strategy into operational delivery.
- Excellent leadership and people management skills, with a track record of building, motivating, and developing high-performing teams.
- Exceptional interpersonal and communication skills, with the ability to build credibility, trust, and influence with a wide range of stakeholders including healthcare professionals, funders, policy-makers, and people affected by pulmonary fibrosis.
- Ability to manage complexity and ambiguity, balancing day-to-day operational leadership with longer-term strategic priorities.
- Confident decision-maker, able to operate with autonomy and accountability while fostering collaboration.
- Excellent written communication skills, with experience of producing Board-level reports and impact reporting.
- Comfortable with data, analysis, and using evidence to inform decisions and service improvement.

Leadership Attributes and Approach

- A visible, values-led leader who embodies APF's principles of compassion, expertise, boldness, and collaboration.
- Inclusive and empowering leadership style; able to nurture a culture of trust, accountability, and continuous learning.
- Resilient, adaptable, and solutions-focused, with the ability to navigate change and lead others through periods of transition.
- Politically astute and sensitive to organisational dynamics, with excellent judgement.
- Committed to co-production, lived experience leadership, and the meaningful involvement of people affected by pulmonary fibrosis.

Commitment to Equality, Diversity, and Inclusion

- Demonstrates a strong personal commitment to EDI and a track record of embedding inclusive practice within service delivery and organisational culture.
- Understands the barriers faced by under-represented groups in accessing support and services and is committed to addressing these within APF's work.

Desirable Experience

- Knowledge of respiratory health, rare diseases, or long-term condition care.
- Experience of working with patient-led support groups, peer networks, or volunteer-led services.
- Familiarity with regulatory and quality standards relevant to support services (e.g., Helplines Standard, PIF tick, CQC).
- Experience preparing for external accreditations or quality marks in health or voluntary sector contexts.



Diversity & inclusion

At Action for Pulmonary Fibrosis, we are committed to promoting equity and inclusion. Pulmonary fibrosis does not discriminate, and neither do we. We believe that our team should reflect the diverse communities we serve. We warmly welcome applications from all candidates, irrespective of age, disability, race, sex, pregnancy or maternity, gender reassignment, sexual orientation, religion or belief, or marital or civil partnership status.

Terms of appointment

Contract:	Permanent.
Salary band:	£60,000 – £65,000 per annum (pro rata if part-time).
Pension:	Auto-enrolment (APF contributes 3%).
Holiday:	25 days plus 3 discretionary days at Christmas, plus bank holidays (pro rata for part-time). Buy/sell leave scheme available.
Location:	Hybrid (Peterborough office 1 day per week).
Hours:	37.5 hours full-time (flexible with TOIL), part-time considered (minimum 4 days per week).
Other benefits:	Flexible working policies, free gym membership at Peterborough office, life assurance.
Probation:	You will have an initial six-month probationary period.
Notice periods:	2 weeks on both sides during the probation period and extending to three months thereafter.

How to apply

Please email a CV and a covering letter (maximum of two pages) to **HR@actionpf.org**, highlighting your skills and suitability to the role, reflecting the key responsibilities in the job description.

First stage interviews to be held virtually on **5 September 2025**, second stage interviews to be held at the Peterborough office on **12 September 2025**.

