



## LIVERPOOL ZOE'S PLACE

# Chief Executive Officer

Recruitment Pack • January 2026

Nick Shanks • Director, Harris Hill Ltd  
07766538575 • [nick.shanks@harrishill.co.uk](mailto:nick.shanks@harrishill.co.uk) • [www.harrishill.co.uk](http://www.harrishill.co.uk)

**Harris**Hill  
Executive Search



## About us

Zoe's Place was founded in Liverpool in 1995 as the first hospice in the UK specifically providing for the needs of babies and younger children. Our team of specialist nurses and healthcare assistants are supported by a wide range of other healthcare professionals to provide respite care, therapies and bereavement care to babies and children with life-limiting and life-threatening conditions, and their families.

In late 2024 the people of Liverpool, the North West, and even further afield helped us to raise more than £7,000,000 to secure the future of our hospice, and to build a state-of-the-art new facility in West Derby.

### Background

**Liverpool Zoe's Place (LZP)** was established in December 2024 and took over full responsibility for the management and financing of the hospice on May 1st 2025.

From December 2024 to May 2025 we have put together a professional Board with the clinical and financial experience to manage the charity. In that period we put in place our due diligence, management and staffing structure and financial planning. The process has been overseen by the charity commission and we had our last meeting with them in August, because of the progress that we have made.

The hospice has had incredible support from the city and the country, including the financial backing and construction management of TJ Morris for the development of the new build.

We are now developing plans to increase the earned income of the charity with realistic fundraising plans.

Since May the charity has purchased the site for the new hospice on Hayman's Green. The plans are fully developed and we are in the contractor tender appraisal process with a value engineering exercise and we will be appointing a contractor by the end of January.

**The future of Liverpool Zoe's Place, soon to be called Little Lights, is bright and sustainable.**

# Governance



LZP is a registered CIO and in its developmental period is maintaining contact with the Charity Commission.

The Board of Trustees represents diverse experience, knowledge and skills that the new charity needs, bringing the professionalism and knowledge required as the foundation of the new charity.

The Board meets monthly reviewing the development of the building, lease arrangement and setting, the operation of the hospice, and reviewing the strategic direction of the charity. The Board has approved all relevant organisational policies, including a Conflict of Interest Policy and has a register of interests that each Board member has signed. Each Board member has a DBS check.

The Board has established a clinical and staffing structure sub-group, and will create task and finish groups as required, for example for appraising tenders and contracts. These groups will make recommendations for decisions that will be taken by the Board.

## Clinical Sub-Group

The Clinical Sub-group oversees the clinical management and development of clinical service in compliance with the Care Quality Council standards. The focus is on:

- Organisational development
- Model of Care Provision
- Design of new hospice premises
- Preparation for moving into the new hospice premises

## Management

The Board has appointed a Project Manager, who is co-ordinating all aspects of the development of the hospice, including reviews of staffing and structures, financial management and planning, the development of the new build and communication and briefings between the Board and staff.



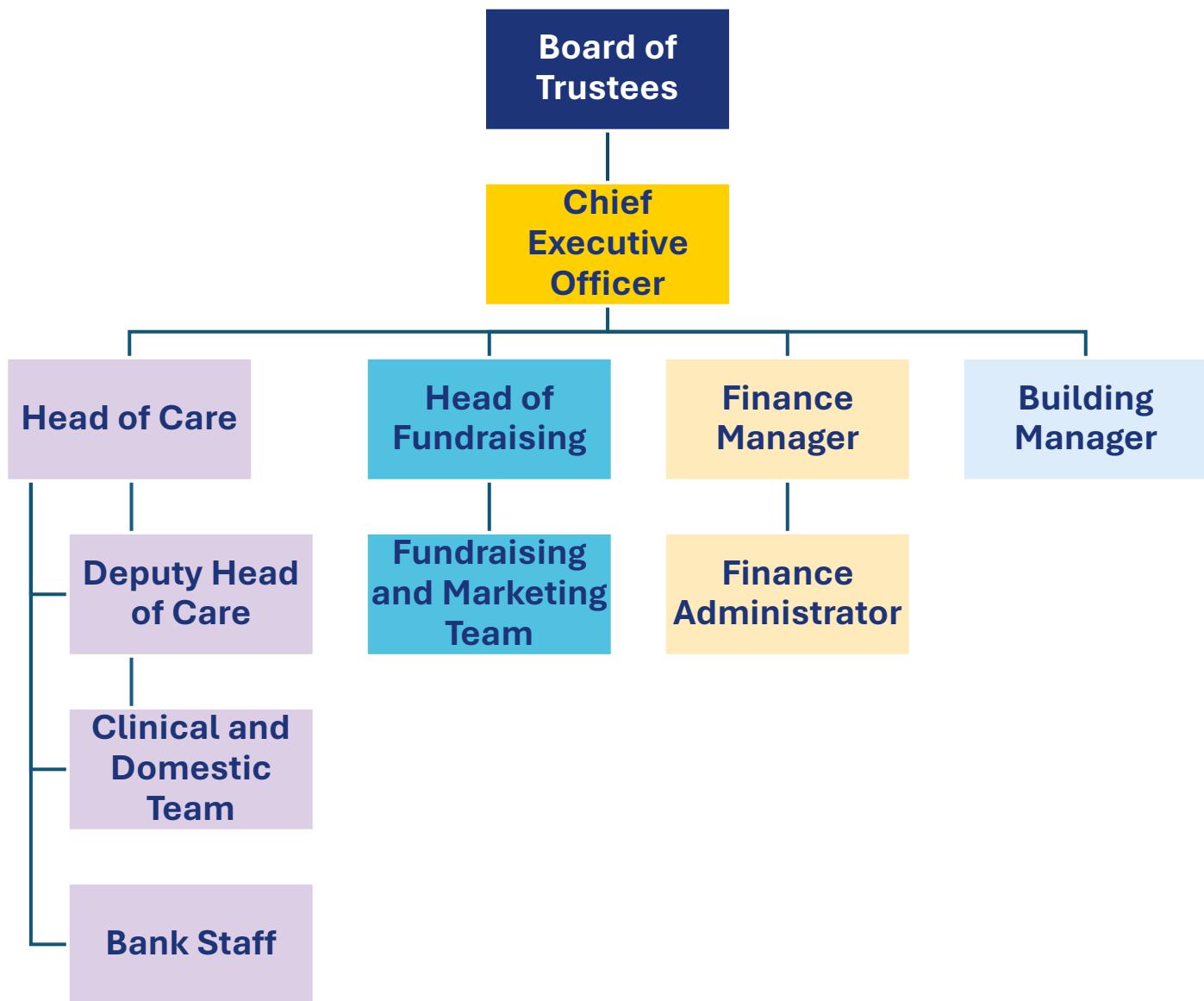
## Progress to date

The Board has overseen the transition of the management from Zoe's Place Trust to LZP, including TUPE arrangements clinical governance, IT and database systems. It has engaged in a best value exercise, reviewing all existing contracts with new appointments that in most cases are reducing annual costs for the delivery of the same services.

### Key progress to date includes:

- CQC Registration
- All staff TUPE transferred to LZP and are DBS compliant
- All Assets transferred from Zoe's Place Trust to LZP
- All Trustees have a DBS, signed the conflict-of-interest policy and submitted
- All clinical and non-clinical policies have been reviewed, updated and approved by the Board
- The site for the new hospice has been purchased
- Appointed a Finance Manager, Data Administrator and Corporate Fundraiser
- The nursing staff is up to capacity
- The lease on the current site has been extended to June 2026
- The design for the new site has been finalised and the appointment of building contractor due in January 2026
- Appointment of Mitchell Charlesworth for payroll and accounting support
- Appointed Nineteen as our Communications partner and Bolland and Lowe as our branding consultants
- Appointed an eLearning partner
- Appointed David Brown as Human Resources partner
- Developed costed fundraising plans Ramping up fundraising activities with high value
- Prepared a business plan with a 12-month cashflow forecast
- Conducted a fundraising team review
- Developing a plan for commissioning and paid placements

# Organisation chart





Little Lights

Little Lights

Little Lights

LIVERPOOL  
ZOE'S PLACE

is becoming

LITTLE LIGHTS



SAME HEART  
FRESH START



# Plans for our NEW Hospice...

This is what the future looks like. A new baby hospice on a new site with modern state of the art facilities, more space and more facilities for children and families. A state-of-the-art sensory room and soft play areas. A therapy pool, a boutique cinema room, and modern clinical facilities for the comfort of children.

We are creating a number of gardens that surround the hospice, full of colour, with pergolas, play spaces and seating areas for children and families. We will have eight beds and two Snowdrop Suites with its own garden for bereaved families to mourn and to make memories.

The new baby hospice will be a clean green building, with solar roofs and air source heat pumps. **We move into our new home in Hayman's Green, West Derby by December 2026.**





# Job description

**Job title:** Chief Executive Officer

**Reports to:** Chairperson and Board of Trustees

**Responsible for:** Overall management of Liverpool Zoe's Place

**Salary:** £75,000 - £80,000 p.a.

## Background

This is a new role for LZP. Prior to the transition from Zoe's Place Trust, the CEO position was part of the central management team for the charity as a whole. Since the transition LZP has not had a CEO position, and many of the tasks have been picked up by either the Fundraising Manager, Head of Clinical Care, the Project Manager and specific Board members.

## Job Role

- Overall management, planning and implementation of strategy for LZP.
- Accountable to the Board of Trustees for the overall leadership and management of LZP, in terms of performance of service provision, financial and corporate viability.
- Developing, implementing and monitoring plans for the financial sustainability of LZP.
- Ensuring the Hospice meets all its statutory, regulatory and legal requirements.
- Ensuring the Hospice provides and promotes excellent clinical care.
- Implementation of LZP's strategy, and long and short-term plans.
- Responsible for day-to-day management decisions and the efficient operation of the organisation.
- Fostering a positive culture for staff and service users.
- Key point of contact for external partners, in particular local hospital trusts, local authorities and other hospices.
- Ensuring services continue to meet the needs of children and families.

## Role and responsibilities

### Leadership

- Drive the quality of the hospice provision and the profile of the LZP with health and social care professionals in the Cheshire and Merseyside ICB and ICB's in the north-west.
- Promote LZP's culture and our quality of care for patients and their loved ones in our local area by embedding our values in your ways of working and role modelling the same for all staff and volunteers.
- Drive the income generation and sustainability of the hospice.
- The figurehead for LZP amongst the staff.

## **Governance and the Board**

- Work with the Trustees to lead the evolution of the organisational strategy and values and ensure that our commitment to E, D&I is clear and part of our long-term sustainability.
- Lead the process of management and assessment of strategic and organisational risk.
- Attend and participate in meetings of the Board of Trustees and Sub committees, ensuring that regular reports and information are presented to the Trustee Board and Sub Committees, monitoring the performance of the Hospice and highlighting key risks.
- Maintain a strong governance framework for the Hospice to meet external legal, regulatory and clinical requirements, including Charity Commission and Fundraising Guidance, the Charity Governance Code and the Care Quality Commission Standards.
- Ensure the clinical services delivered by the Hospice team implement the clinical strategic objectives, observing resource constraints whilst maintaining high standards of care.
- Work with the Chair to monitor and advise on the composition of the Board, its Sub Committees and the process of board review and development.
- Ensure all statutory, budgetary, regulatory and legal requirements are met and monitored.
- Oversee compliance with Data Security and Protection Toolkit, as Senior Risk Information Officer, and member of the Data Care Steering Group.
- Prepare and negotiate contractual terms and conditions as required and ensure compliance with corporate governance requirements.
- Providing assurance to the Board on the organisation's safeguarding performance.

## **Operations and Service Delivery**

- Build, lead and manage the Senior Management Team, providing direction, support and development opportunities to enable individuals to reach their full potential.
- Build, develop and role model an organisational culture that engages all staff and volunteers and supports the organisation's vision, mission, values and strategic aims and objectives to the extent that our teams are fully motivated and proud to represent us.
- Establish mechanisms to regularly listen to the views of beneficiaries, strategic partners, staff and volunteers on the organisation's performance and develop a system to review the impact of hospice support on children and families.
- Use the diversity of our teams to engage with our communities, establishing new and strong links with relevant stakeholders to increase our reach and improve the uptake of our services.
- Ensure our education and training provision remains high quality, relevant and progressive and is offered to all staff for their own professional development.

## **Income Generation**

- Develop business plans and income streams that enable the organisation to implement the strategy and achieve and report upon the organisational goals and objectives.
- Work with the Head of Fundraising to develop, implement and monitor a fundraising and income development strategy.
- Oversee the delivery of all operational and business activity to ensure effective, efficient, and safe running of hospice services and accompanying fundraising and retail activities.
- Ensure that income generation targets are met each year by overseeing the fundraising and retail activities, working with the Fundraising Manager.
- Develop, implement and monitor a commissioning strategy to improve the income for LZP from paid placements.

## **Finance and Resources Management**

- Establish and monitor key performance indicators of the organisation's impact and financial health.
- Work with the Finance Manager to ensure that monthly management accounts, annual budget setting and longer term strategic financial planning process is robust.
- Oversee the financial management of the Hospice so that probity is ensured and the LZP gains best value from all its resources, including the preparation of monthly management accounts and annual cashflow projects with the Finance Manager.

## **Publicity, Marketing and Communications**

- Lead and oversee the development, implementation and monitoring of all PR, marketing and communications for LZP, working specifically with the Marketing Co-Ordinator.
- Represent the organisation in the media, at promotional events and be a strong advocate for the benefits of Hospice care. Support the Marketing and Communications strategy and be a visible ambassador, both internally and externally.
- Manage external contracts with PR and marketing agencies.

## **Stakeholder Relationship Management**

- Lead or engage with different working groups across the organisation as and when appropriate.
- Develop effective working relationships with the NHS and other partners, especially other hospice providers, NHS and local authority commissioning , Primary Care Networks and any other commissioning bodies.
- Participate in planning, audit projects and research e.g. to monitor competitor activity of other Hospices and charities and report findings.

## **Other**

- To carry out such other duties as the Board may from time to time determine, in consultation with the post holder, to maintain the efficient and effective operation of LZP.



# Person specification

## Experience

- Significant proven management experience at a senior level including:
  - Strategic planning
  - Financial management
  - Stakeholder engagement
  - Business development
  - Project management
  - Organisational and/or cultural change
  - Leading a multi-professional team
  - Comfortable working across all volunteers, clinicians, and staff from all disciplines as well as the wider public
  - Presentation skills
- Leadership and management experience gained at the most senior management level in a complex and multi-sectoral environment.
- Understanding and awareness of Health and Safety and other regulatory and legal bodies pertinent to the charitable and palliative care environment.

## Desirable

- Up to date knowledge and understanding of all areas of income generation and the methods required to produce outstanding results.

## Skills, abilities and knowledge

- Proven ability to develop an effective strategy for an organisation and to develop and implement operational plans to achieve that strategy.
- Ability to horizon scan on new policies that will impact hospices and take account of these in developing local services both within LZP and with partners.
- Demonstrable inspiring and effective leadership qualities.
- Intellectual ability to understand and analyse key issues in complex situations and to apply innovative and creative solutions.
- Ability to act as an ambassador for the Hospice.
- Good personal organisation and time management skills.
- Understanding of risk management.
- Understanding of, and commitment to, the philosophy and practice of hospice and palliative care.
- Knowledge of the importance and principles of effective corporate and information governance.

### **Desirable**

- Knowledge of the importance and principles of effective clinical governance.
- Awareness of socio-political and wider influences which could impact on hospice services locally and nationally.

## **Education and qualifications**

- Educated to degree level or equivalent.
- Evidence of continuing professional development.

### **Desirable**

- Masters level or post graduate qualification in business management or allied discipline.

## **Personal qualities**

- Able to persuade, convince and influence a wide range of people from external stakeholders to staff at all levels within the Hospice.
- Able to work within a team and build effective relationships:
  - To listen, hear & understand the views of others
  - Be approachable
  - Be diplomatic
  - Able to build trust
  - Able to inspire and enthuse others
- Strong sense of integrity, honesty and compassion with the courage to make difficult decisions as required.
- Demonstrate a commitment to promoting equality, diversity and inclusion across the organisation.
- Resilient, hardworking and driven to succeed.
- Ability to problem solve a wide variety of Hospice matters.
- Proven ability to network and use those contacts to the benefit of Liverpool Zoe's Place.

## **Other**

- This post is subject to an enhanced DBS check.
- Willing to work flexibly to attend meetings and fundraising events at evenings and weekends.

# Terms of appointment



**Job Title:** Chief Executive Officer

**Salary:** £75,000 - £80,000 p.a.

**Contract:** Full time / Permanent

**Pension:** 5% employer contribution

**Annual Leave:** 27 days leave plus statutory/bank holidays

**Other benefits:** Death In Service insurance

**Notice Period:** 3 months notice

**Location:** Zoe's Place, Yew Tree Lane, West Derby,  
Liverpool, L12 9HH

**Pre-employment Checks:** This post is subject to an enhanced DBS  
check

# How to apply



## If you would like to apply, please send the following:

- An up-to-date CV
- A completed data capture form (which Harris Hill can share with you)
- A Supporting Statement (no more than 2 x A4 pages) outlining why you are interested in becoming Chief Executive Officer of Liverpool Zoe's Place demonstrating relevant experience for the role.

Please submit your completed application to: [nick.shanks@harrishill.co.uk](mailto:nick.shanks@harrishill.co.uk) by **9am Friday 13<sup>th</sup> February 2026**

## Dates for your diary:

|                                       |   |
|---------------------------------------|---|
| <b>Closing date for applications:</b> | 9am Friday 13 <sup>th</sup> February 2026 |
| <b>First interviews:</b>              | w/c 2 <sup>nd</sup> March 2026            |
| <b>Second interviews:</b>             | w/c 9 <sup>th</sup> March 2026            |

Please could you also let us know if you will require any special provision should you be called forward for interview.

Please state in your application if you have any commitments during the interview period that may coincide with these dates.

# Advertisement



**Harris Hill is delighted to be working with Liverpool Zoe's Place (LZP) to recruit its first Chief Executive Officer.**

Zoe's Place was founded in Liverpool in 1995 as the first hospice in the UK specifically providing for the needs of babies and younger children. Liverpool Zoe's Place (LZP) was established in December 2024 and took over full responsibility for the management of the hospice on May 1st 2025. In late 2024 the people of Liverpool, the North West, and even further afield helped us to raise more than £7,000,000 to secure the future of our hospice, and to build a state-of-the-art new facility in West Derby.

Our team of specialist nurses and healthcare assistants are supported by a wide range of other healthcare professionals to provide respite care, therapies and bereavement care to babies and children with life-limiting and life-threatening conditions, and their families.

**As Chief Executive, you will:**

- Bring inspirational leadership to the LZP.
- Manage, plan and implement LZP's strategy.
- Ensure the Hospice provides and promotes excellent clinical care.

If you are inspired and excited by what Liverpool Zoe's Place does, we'd love to hear from you.

**Job title: Chief Executive Officer**

Salary: £75,000 - £80,000 p.a.

Contract: Permanent / Full-time

Location: Zoe's Place, Yew Tree Lane, West Derby, Liverpool, L12 9HH

**How to apply:**

Please review the Recruitment Pack for further information about Liverpool Zoe's Place, the CEO position and for details on how to apply.

**Closing date for applications: 9am, Friday 13th February 2026**

Both Liverpool Zoe's Place and Harris Hill operate an equal opportunity policy and commit to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.