



THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

JOB DESCRIPTION FORM

Job Title: Executive Director, RCN Wales

Department: RCN Wales

Reports to: General Secretary and Chief Executive

Key relationships:

General Secretary and Chief Executive
Executive team
Country and Regional Directors
Chairs and Members of specified RCN Committees
RCN Fellows and Forum Chairs
RCN Council
RCN Members

Hours: 35 hours per week (Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

Grade: A

Salary: £137,196 – £150,756 per annum

Location: RCN Wales HQ, Ty Maeth, Cardiff, with regular travel to London and occasionally across the UK

JOB PURPOSE

As a full member of the UK Executive Team with accountability for Wales the post holder will be responsible for developing, contributing and implementing the RCNs strategic direction, lead by the General Secretary and determined and approved by Council.

The post holder will work with the relevant UK leads and provide leadership in Wales on the delivery of quality assurance, business development and agility on all aspects of professional nursing expertise and trade union service.

The post holder is the RCN Board Secretary for Wales and will support the RCN Wales Board, in the delivery of services to members and the wider nursing community; locally, assist in Board development; facilitate their Governance role; and ensure parliamentary engagement and communications at Country / government level, enabling RCN member's voice to be heard in the NHS, Health and Social Care, the Independent and Voluntary sectors.

As part of matrix working with the UK executive Team, the post holder will support overall strategic direction to drive business transformation and cultural change that enables the organisation to advance nursing practice and achieve its Royal Charter objectives. The post holder will ultimately enable RCN members and the wider nursing, health and social care community to enhance their practice; develop nursing as a profession and a career; and influence nursing, health and social care policy.

KEY RESPONSIBILITIES

1. Strategic and management responsibilities

- To develop strategy and priorities working closely with the RCN Council and Committees developing and maintaining Key Performance Indicators (KPIs) to ensure delivery and performance management ensuring all work reflects the Royal Charter and the RCN Strategic Plan.
- To work responsively and authoritatively with RCN Council the RCN Wales Board, ensuring that Council decisions are well informed and realised.
- To represent the RCN at external events and platforms, build strong relationships with senior stakeholders in the parliamentary, media and public affairs arenas and ensure the RCN has appropriate links at senior level with key stakeholders.
- To support and deputise, when necessary, for the General Secretary and Chief Executive.
- To provide overall strategic direction and leadership to the Directorate by leading and managing Associate Directors to deliver high performing departments, ensuring the senior management team are developed to meet their full potential, continuously setting future direction and driving internal changes and ensuring staff adapt to new ways of working.
- To engage with RCN members and colleagues across the organisation to develop, clearly articulate and demonstrate the corporate strategy.
- To ensure the directorate takes the lead on monitoring, analysing and addressing issues affecting nursing and nurses which have a learning and development component, including working with NHS agencies, the regional and other public bodies, universities and other education and research institutions and employers of nurses in the independent & all other sectors.

- To ensure the production of an effective system of performance management, accountability and governance within the Directorate, setting ambitious targets for staff and members and reporting regularly to the General Secretary and Chief Executive and other colleagues, as required.
- To ensure mechanisms are in place to routinely monitor the quality and cost effectiveness of service provision and take immediate action when shortfalls in performance are identified.
- To develop Wales priorities within available resources thereby developing cost effective, flexible and productive departments, demonstrating value and respect for RCN members' money.
- To lead various strategic forums as well as representing the RCN on appropriate government and stakeholder bodies as required.
- To work in partnership with corporate Directors ensuring a four-country perspective is represented in the nursing policy and practice agenda.

2. Leadership and Driving transformation

- Support the General Secretary and Chief Executive to maximise organisational influence in the improvement of employment relations and practice at government and employer level enabling the enhancement and protection of terms and conditions of RCN members.
- Understand and respond to the unique requirements of the individual countries and utilise this expertise to advise the General Secretary and Chief Executive and the wider management team in the leadership and development of UK wide strategies, policies and plans to achieve organisational aims and objectives.
- Promote and enable business agility, where the customer experience is the focus of service evolution, innovation and smart working is valued, new technologies are embraced, and identification of income generation opportunities is encouraged.
- Promote and enable a learning culture, where teamwork and cross-departmental collaboration are encouraged, excellence is recognised and diversity respected and valued.
- Represent the RCN at external events and platforms, build strong relationships with government ministers, journalists, opinion formers, other professional bodies and health and social care organisations.

3. Professional Nursing

- Uphold professional standards in accordance with the NMC Code and promote excellence in nursing practice by providing a key nursing leadership role in Wales on behalf of the RCN.
- Enable the organisation to achieve its Royal Charter objectives at Country level.
- Promote the art and science of nursing within the four Countries of the UK and at UK level working with the Chief Nursing Officer (CNO) of the Institute

of Nursing Excellence through participation in the development and implementation of RCN Nursing Strategy and policy, providing guidance, position statements and consultation responses within Wales.

- Engage RCN members in Wales in the development of RCN nursing initiatives including strategy, policy, guidance, position statements and consultation responses.
- On behalf of the RCN work in partnership and provide advice through appointments to statutory government committees and strategic planning and policy development groups with the CNO
- Lead the development of education and development programmes, products and services within Wales and across the four countries of the UK.
- Provide specific support and signposting to Wales nurse direction as needed.

4. Finance and business sustainability

- Support the Chief Finance Officer and Business Enablement and the Council's Finance & Investment committee in developing the RCN Finance Strategy and lead the implementation of the strategy in Wales.
- Develop operational plans that deliver the financial plan ensuring approval from the regions, including the development of key performance indicators, analysis and interpretation of performance and KPI reports to the Wales regional Boards.
- Monitor and ensure compliance with RCN finance policy, systems and processes.
- Develop and sustain business intelligence around the health and social care communities in Wales.
- Lead member recruitment and retention activity in Wales.
- Contribute to the UK commercial income targets, seek out and generate new ways of bringing in additional non membership income whilst managing associated risks.
- Support and implement RCN Governance arrangements and ensure compliance with RCN Governance policy, systems and processes in Country.

5. Communication

- Contribute to the development of the RCN Communication strategy, leading its implementation locally.
- Create a high media profile for the RCN as a credible professional and act as a lead spokesperson in Wales on behalf of the RCN, representing nurses and nursing and RCN members in the media including social media, contributing to debates on nursing and health and social care issues.
- Engage RCN Council, Board members, and the wider membership in the work of the RCN in the development of RCN position statements, guidance and campaigns and when appropriate develop them as RCN spokespersons.

6. Trade Union

- Contribute to the development and approval of membership representation and support services and standards of services, provided to members by employment relations departments across the four Countries of the UK in consultation with RCN Council and Council Committees.
- Lead transformational change in the provision of employment relations services across the four Countries of the UK. Engaging with RCN members and consulting with RCN Boards across the four Countries of the UK in relation to all matters relating to members' pay, terms and conditions.
- Act as the UK Executive Team pay negotiation lead for Wales NHS in Wales.
- Lead campaigns on behalf of the RCN that are approved by RCN Boards across the four Countries of the UK.
- Lead the development of strategy, policy and practice in relation to the recruitment and retention of RCN accredited representatives and develop and deliver learning and development for accredited representatives.
- Work with the UK Executive Team, on the RCN tendering for agent legal services in Countries of the UK that do not employ in-house legal services and managing the provision of legal services through legal services contracts.

7. Staffing responsibilities

- Recruit, manage and develop the roles of the senior members of staff within the Country directorate and ensure staff engagement and inclusivity across the directorate.
- Embracing and promoting the principles of smart working, apply employment policies and excellent management practices, ensuring harmonious team working within and across the RCN, and enable development opportunities and safe working practices/environment for team members.
- Promote and enable a learning culture, where teamwork and cross departmental collaboration are encouraged, and excellence is recognised.

8. Financial responsibilities

- Assume responsibility for the management and control of effective systems and procedures to ensure that the RCN operates efficiently and meets its financial, corporate, statutory and governance requirements.
- Provide strategic direction for Wales on income generation for the RCN through maximising opportunities in all departments and promoting the development of new business opportunities.

9. Professional

- Provide professional expertise on behalf of the RCN to the UK government bodies and related policy/strategic planning groups, as appropriate.

- Work in partnership with nursing and other clinical colleagues in the development of person-centred care within the UK Health and Social Care economy; and contribute to the development of a public health approach to nursing and practice.

10. Equality & diversity

- Champion equity, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group equality, diversity and inclusion statement.
- To promote good equality practice and play a key role in ensuring equality of opportunity in the workplace.
- To observe all the relevant law relating to equality of opportunities and encourage a working atmosphere where everyone is treated with dignity and respect.
- The RCN is an organisation that actively values diversity and implements equality of opportunities. All staff are required to adhere to behavioural standards that ensure all employees can carry out their duties in an environment that promotes dignity, fairness and respect and is free from unlawful discrimination.

11. Any other duties

- To undertake any other duties commensurate with the grade of the post as directed by the General Secretary and Chief Executive to meet the needs of the organisation.

12. Additional responsibilities

- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- Maximise all opportunities available to:
 - encourage member recruitment and promote the benefits of joining the RCN
 - promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies
- Support member ballot and industrial action activities when required.
- Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is always protected.
- Undertake any other duties as requested in line with the job role.

Job description updated by:

General Secretary and Chief Executive
Updated October 2025