Compassion in Dying.

Your end of life. Your way.

Director of Services



Appointment brief
November 2026

Welcome

Welcome, and thank you for your interest in Compassion in Dying.

At Compassion in Dying, we want people to be in control of their end-of-life decisions because there is no-one better to make them. Through our services, we support people to make informed choices, start honest conversations about death and dying with loved ones, and record and revisit their wishes whenever they want to. We listen to people, we enable them to advocate for themselves, and we're honest about the potential challenges ahead. We champion everyone's right to make informed decisions.

Everything we do starts with what dying people tell us.
The learning from our services fuels our policy and research work, enabling our teams to understand the challenges people are facing and amplify those voices to shift attitudes and create real change for dying people in the UK.

We are seeking a Director of Services to provide leadership, strategic direction and operational oversight for Compassion in Dying's services. This exciting new post will have a central role to play in developing and delivering our service strategy. The role will be responsible for ensuring our services are safe, high quality, accessible, sustainable and ready to grow and evolve.

The context of our work is also changing. End-of-life care has never been so extensively discussed across parliaments in the UK and the Crown Dependencies, nor seen as much public discourse. People are demanding better end-of-life care, choice and dignity, and we are determined to answer their calls.

If you bring the skills and experience we seek, and share our vision of people being in control of their end-of-life decisions, then we would love to hear from you.

Sarah Wootton
CEO
Compassion in Dying and Dignity in Dying



How we work and what we do

Compassion in Dying is a small and well-respected thought-leader that continuously punches above its weight. We are a pioneer in the end-of-life sector leading the way by putting people in charge of decisions about the end of their life. We're here for everyone, whether they are preparing for the years ahead or need us right now. Whatever their beliefs, values and traditions. We champion everyone's right to make informed decisions. Free of cost and free of judgement.

Our growing staff team is highly motivated and manage all aspects of service delivery, content production, policy and research alongside other teams providing expertise in finance, publicity and fundraising.





Compassion in Dying has three distinct areas of work, all coordinating to support and enrich one another.

- Our information line team supports people to understand their rights to plan ahead for the end of life, and advocate for themselves and loved ones when their wishes are not being respected. Demand for the service consistently exceeds our capacity. Last year we supported over 7,000 people to be in control of their end-of-life decisions through our free nurse-led information line and online advance decision service.

- Our content team analyses and researches user behaviour online and through our services to design user-led information which people can find and understand easily. The Compassion in Dying website provides honest and accurate information for people who want to plan for the end of life. Including information on advance decisions, lasting powers of attorney, advance statements and DNACPR. What sets our information apart from others is that we provide the details we know people are looking for rather than what we think they need to know. We are honest about how these forms are typically used in practice, and we prepare people for the challenges they may face when advocating for their choices to be respected.

- Our influencing team listens to and amplifies the voices of dying people to drive changes to the healthcare system. For example, this year we published Bridging the Gap, a report bringing together insight from two pieces of research: experiences of people engaging with health services at the end of life, and the perspectives of health professionals who are responding to their needs. The report sets out practical, achievable recommendations to bridge the gap between policy intention and practice to ensure that care at the end of life is universally driven by what people want for themselves. We influence to ensure that policy reform to improve end-of-life care is focused on outcomes for people rather than outcomes for the system.

Our relationship with Dignity in Dying

Compassion in Dying was founded in 2008 by Dignity in Dying. We are proud to be sister organisations. Together we aim to improve dying in the UK by putting people in charge of decisions about the end of their life. But we work in different ways.

Dignity in Dying campaigns to change the law to allow the option of assisted dying for terminally ill, mentally competent adults in the UK. It is a not-for-profit membership organisation.

Compassion in Dying is a registered charity. We want people to be in control of their end-of-life decisions because there is no one better to make them. While we support law change in principle, we do not campaign on assisted dying.

We're legally separate organisations with distinct governance, Boards, and finances. Our Chief Executive, Sarah Wootton, leads both organisations. We share resources, including an office and some staff.



Equity, Diversity and Inclusion

Compassion in Dying is committed to promoting equal opportunities in employment and creating a workplace culture in which diversity and inclusion are valued and everyone is treated with dignity and respect.

You and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.

Financial Position

Compassion in Dying is in a healthy financial position with an income of circa £1 million per year. Work is ongoing to diversify and develop our income streams.

Our annual report and accounts for 2025 is available here: cdn.compassionindying.org.uk/wp-content/uploads/Annual-report-and-financial-statements-2025.pdf

Our impact

People contact Compassion in Dying for a range of reasons, most commonly because they need further support having already started to plan ahead. Almost half of those contacting us discuss making an advance decision or living will, but lasting powers of attorney, DNACPR forms, and how to share their wishes and decisions with doctors and others are also frequent topics.

Monitoring of our services shows that after talking to us, 8 in 10 people recorded their wishes and discussed this with their family. And 9 in 10 people felt peace of mind, more in control and less worried after planning ahead using our services.

Our policy and influencing has a tangible impact on policy and healthcare culture. We have built widespread acknowledgement across the sector that too many people endure interventions they tried hard to avoid at the end of life, something that had not received significant attention previous to our reports. We have worked to stop end-of-life conversations being called 'difficult conversations' by default, arguing that they should instead be viewed as 'important conversations'. Our research, based on the experiences of the people we support, which called for national guidance for healthcare professionals on voluntarily stopping eating and drinking (VSED), resulted in the BMA this year publishing for the first time guidance for healthcare professionals on the topic. We work to overhaul how end-of-life wishes are shared digitally – to prevent people's decisions being ignored in a moment of crisis – and have worked in collaboration with Leeds University and the Public Service Ombudsman to call for improvements in this area, something that NHS England and the Government are now working to address.

Our Impact report for 2024 is available here: cdn.compassionindying.org.uk/wp-content/uploads/impact-report-2024.pdf



"I had put off actually doing this for several years simply because I did not know how to go about it. I had known for many years what I wanted. Your service made the whole thing simple and easy. I wish I had done it years ago. Thank you."

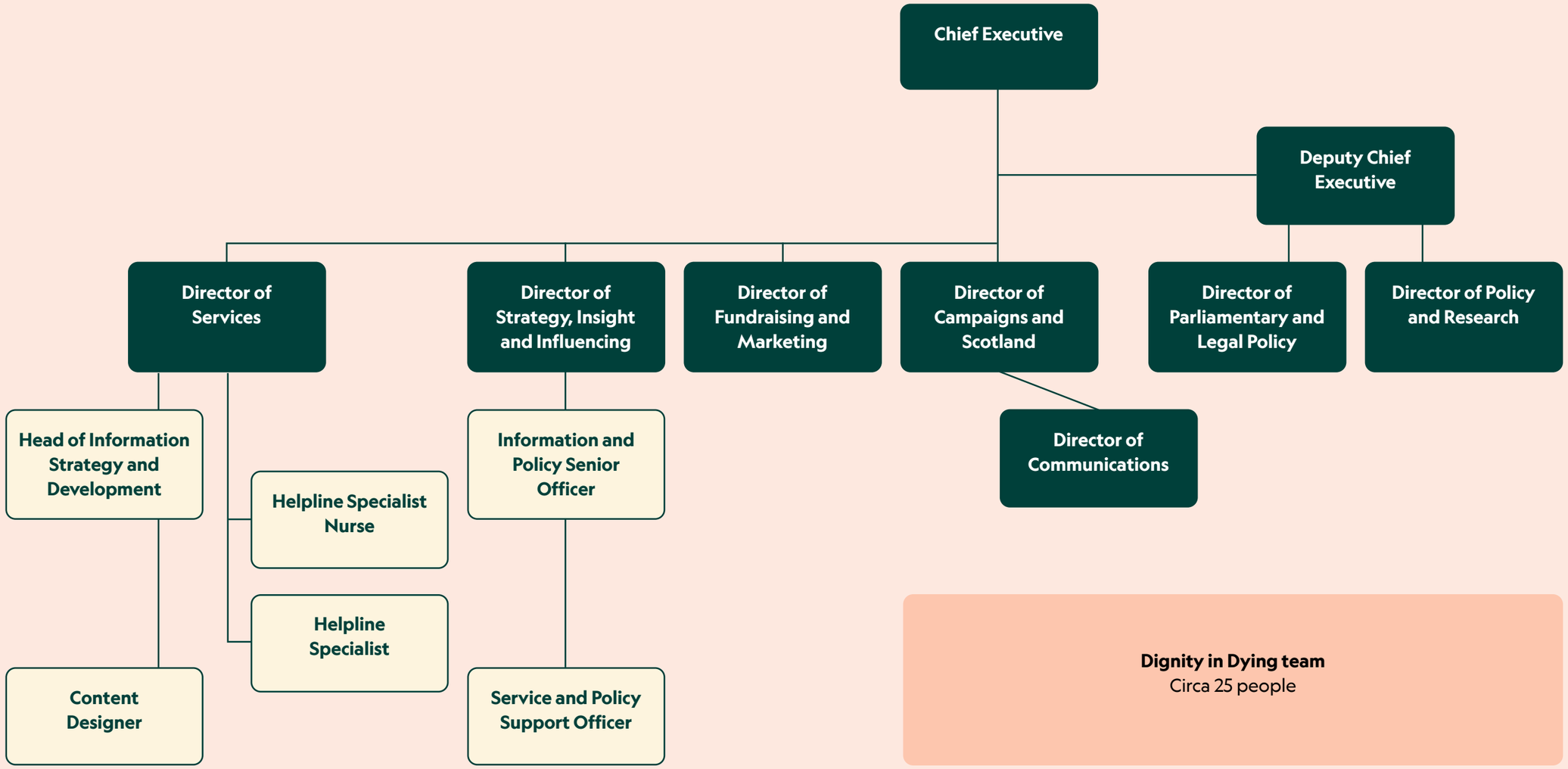
A caller to Compassion in Dying's information line

"Dealing with my mum dying was a terrible shock; but to then be faced with no one caring about her wishes to refuse life sustaining treatment was traumatic. Before I found Compassion in Dying there was no one who could help me contextualise what was happening. When they picked up the phone it was like somebody threw me a lifeline. They gave me the information and suggestions I needed to engage with the system as her health attorney and fight for my mum's wishes to be respected at the end of her life."

A caller to Compassion in Dying's information line

Staff structure
November 2026

Senior Management Team



Dignity in Dying team
Circa 25 people

Who we work with

We join forces with other people and organisations to achieve things we couldn't alone.

Our collaborations include:

- Co-designed pilot projects with local community organisations
- Work with academic researchers to record and evaluate our services, co-production processes and community workshops
- Problem solving through user research with GPs, nurses and end-of-life leads
- Shaping healthcare practice and amplifying the voices of people we support – with Government, the NHS and representative bodies through our research and policy work
- Allowing other organisations to use our resources free and unbranded under a Creative Commons license





Job description

Job title: Director of Services

Reports to: Chief Executive

Direct reports: This role will line manage the Head of Information Strategy and Development, and two helpline staff (one clinical). There is likely to be scope to grow the team

Location: Central London office, with hybrid working; a minimum of 2 days per week in the office is expected including Tuesdays

Hours: Full-time, 35 hours per week

Salary: £72,000 to £77,000

Contract: Permanent, subject to a four-month probationary period

Purpose of the role

The Director of Services role will provide leadership, strategic direction and operational oversight for Compassion in Dying's services, providing free, independent information and support that enables people to understand their rights and choices around care and treatment towards the end of life, consider what matters to them, record their decisions and advocate for themselves or their loved ones when those wishes are not being respected.

This role offers an opportunity to join us during an exciting period of change and development as our organisation and our services evolve. We are looking for a talented, experienced individual who can play a central role in developing and delivering our service strategy. The role is responsible for ensuring our services are safe, high quality, accessible, sustainable and ready to grow. This is expected to include providing information on assisted dying where it is legal within the UK and Crown Dependencies.

The Director of Services will act as the credible, visible representative of the services functions within the Senior Management Team of Compassion in Dying and Dignity in Dying, and to the Board of Compassion in Dying, as well as to external stakeholders and regulators.

Key responsibilities

Strategic service leadership and transition

- Lead the ongoing development of Compassion in Dying's service strategy, working with senior leadership to resolve open questions on the breadth of our services, how we can be most impactful for the people we support, and resourcing.
- Own the plan to make service delivery fit for future transition, as our services grow and evolve. This will include scoping what providing information on assisted dying could look like operationally, and legally, in Jersey and Isle of Man, which have legalised assisted dying, and ahead of any law change elsewhere.
- Represent the services function in cross-organisational planning, ensuring that the implications of communications and influencing strategies on our services are understood early.
- Work closely with colleagues monitoring our services to understand the picture presented by our data, and ensure that colleagues delivering services are regularly communicating to the wider team about the experiences of the people we support, including themes, gaps and barriers people face when trying to ensure their wishes are respected at the end of life. Ensure our services respond to the needs of the people we support, through both quality and service innovation, whilst maintaining appropriate service boundaries.

Service delivery and operational management

- Ensure that day-to-day delivery of the information line, public-facing content and online advance decision service meets agreed quality, accessibility and service-level standards.
- Lead the mobilisation or expansion of our services as the need for this arises, for example through identifying gaps in provision from the experiences of the people we support, through commissioning opportunities or by providing high-quality information and support on assisted dying in jurisdictions where it is legal.
- In order to fully understand the experiences of the people we support and how we help people, spend a set period of time actively delivering the information line service each week.
- Own budgetary management for the services function and work collaboratively with fundraising colleagues to support the sustainability of our services.
- Bring good knowledge of mental capacity legislation and clinical ethics to bear on service design and individual case escalations.

Quality governance, risk and Board reporting

- Provide quality governance oversight across our services: the information line; public facing content and the online advance decision service, developing and embedding a quality assurance framework and acting as the lead staff member of the quality assurance committee.
- Own clinical risk management: incident reporting and learning, complaints relating to clinical content or information, and audit of information line and online advance decision service for clinical accuracy and provide direct, supportive line management to our information line team.
- Provide the Board and Senior Management Team with regular reporting and updates on service quality, safety and compliance.
- Act as the internal voice of the services function to the Senior Management Team and Board, ensuring service challenges, risks and opportunities are well understood at that level.
- Operate credibly in Board and legal environments, including preparing papers and presenting to Trustees as required.

Safeguarding and information governance

- Act as the organisation's Safeguarding Lead, including oversight of our safeguarding policy, training and case escalation.

- Act as Information Risk Owner, working closely with the external Data Protection Officer and key staff to ensure the information line, online Advance Decision service and any client records are GDPR-compliant and securely handled, in line with our policies.

People leadership

- Build and lead a high-performing, multidisciplinary services team, with clear people management, development and succession plans and a culture of collaboration, support, honesty and trust.

- Set standards for training, supervision and professional development for clinical and non-clinical service staff.

Partnerships and stakeholder engagement

- Work closely with the Director of Strategy, Insight and Influencing to identify and develop opportunities for service innovation and provision, including with NHS bodies, other end-of-life and choice organisations, and commissioners.

- Build and maintain relationships with external stakeholders relevant to service delivery, including regulators, professional bodies and partner organisations.



Person specification

Essential

- Significant experience in managing independent or commissioned service provision, ideally within a charity, health or social care setting
- Significant experience of managing clinical staff
- Experience of providing or overseeing remote services, particularly digital and telephone-based support and the development of information for the public
- Experience of developing new services or leading significant service expansion
- Good understanding of the core principles of content design and the importance of user-led information and services
- Experience of managing and motivating teams providing different types of services, with different perspectives, and maintaining a collaborative culture
- Experience of leading service change and organisational transition
- Good working knowledge of mental capacity legislation, case law and clinical ethics relevant to end-of-life decision-making
- Experience of clinical governance, risk management and regulatory compliance
- Experience acting as a safeguarding lead or equivalent, including case escalation and staff training
- Familiarity with GDPR and secure handling of sensitive personal and health data
- Proven budgetary ownership and resource management experience
- Ability to operate credibly and confidently in Board and legal environments, including report writing and presenting to Trustees
- Strong stakeholder management skills, internally and externally

Desirable

It is desirable to have one or more of the following:

- Registered clinical professional with a current unrestricted registration
- Clinical background in end-of-life or palliative care
- Experience of service provision in a politically sensitive or campaigning environment
- Experience preparing a service for a significant, externally driven change
- Experience working in a contested topic area

Organisational Behaviours

Leading by example

- You lead by example through your behaviours and motivate others through your professional approach to work

Trust and respect others

- You are aware of your impact on others and treat other people with kindness and respect
- You value diversity and listen carefully to understand the views of others

Proactive and supportive team member

- You work with others to reach a common goal by sharing information and supporting colleagues

Strive to be the best

- With a positive attitude, you work to a high standard to meet personal and organisational expectations

Responsibility and initiative

- You take ownership of your work and take responsibility for your actions and decisions
- You use your initiative and take pride in what you do

Values

- Commitment to Compassion in Dying's vision and mission
- Commitment to Dignity in Dying's vision and mission

Pre-employment checks

Employment with Compassion in Dying will be subject to the following checks before your start date:

- a satisfactory Disclosure and Barring Service (DBS) check
- receipt of two satisfactory references
- for registered professionals, registration with no fitness to practise concerns or relevant restrictions of practice in place

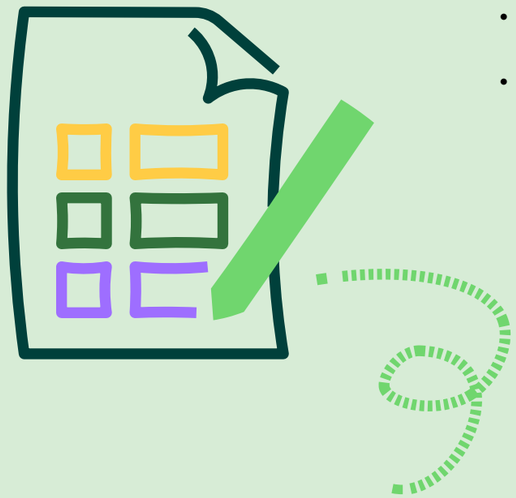
Benefits

Immediate Benefits

- Annual leave – full-time staff receive 30 days annual leave per year, plus 8 bank holidays (pro-rated for part-time staff)
- Pension – employer contribution is 5% and the minimum employee contribution is 3%, but employees can contribute more if they wish
- Access to a counsellor for confidential listening support

Benefits Available After Passing Probation (4 months)

- Simply Health and DenPlan employee assistance programme
- Annual Season Ticket Loan
- Bike2Work Scheme
- Company sick pay
- Maternity leave pay
- Paternity leave and pay
- Adoption leave pay



How to apply

Deadline for Applications
17th December, 2026 midnight

First-Stage Interviews with People Beyond Profit
5th and 6th January

Final-Stage Interviews with Compassion in Dying
w/c 11th January

To arrange an informal and confidential discussion to explore the role in more detail, please contact Jane Ray or Lottie Wihl at People Beyond Profit via email:
jane@peoplebeyondprofit.co.uk
lottie@peoplebeyondprofit.co.uk

Please also reach out if you need us to make an adjustment or provide additional support as you apply for the role.

How to apply

To formally apply, please upload your CV along with a supporting statement of no more than 1,000 words, outlining why you are interested in this specific role and organisation, and how your experience and skills meet the person specification, via the following link:

peoplebeyondprofit.co.uk/jobs compassionindyingdirector

Please ensure that you have included any dates when you will not be available or might have difficulty with the recruitment timetable.

Use of AI in applications

We recognise that AI tools are increasingly part of modern professional life, however, this appointment is fundamentally about leadership, judgement, values, and personal impact.
We therefore ask candidates to ensure that their supporting statement genuinely reflects their authentic voice, experiences, and aspirations.
We are interested not only in what you have achieved, but also in how you think, lead, and make decisions. Authenticity matters more to us than perfection.

Equal opportunities

People Beyond Profit is committed to supporting our clients to build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, and are not part of any application you make.



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