



ALCOHOL
FOCUS
SCOTLAND

Chief Executive Recruitment Pack

WHO WE ARE

Alcohol Focus Scotland (AFS) is an independent charity working to prevent and reduce alcohol harm.



Our vision

A future free from the widespread health and social harm caused by alcohol.



Our mission

To deliver effective and cost-effective action to reduce alcohol consumption and harm in Scotland and beyond.



Our values

Independent, equitable and fair, evidence-based, rights-based, respectful and collaborative.

WELCOME FROM OUR CHAIR



Thank you for your interest in the role of Chief Executive of Alcohol Focus Scotland (AFS). We welcome applications from suitably experienced and skilled applicants from across our communities. We believe our work is critical in helping deliver a healthy, thriving, safe and inclusive Scotland, where we have tackled the significant inequality associated with alcohol related harms.

Our Board is committed to further developing the impact and reach of AFS. Under the leadership of our current Chief Executive and senior team over the last decade we have made much progress. The Board seeks to build on our strong platform and provide an enabling and supportive environment to the incoming CEO and our talented team to continue this work. Our Board is drawn from a wide range of professions and experience and is committed to ensuring the organisation delivers the highest standards of good and transparent governance. AFS is a place of creativity and innovation, strong dynamic partnerships, a source of reliable evidence based advice to government, policy makers and the wider sector.

We work within the domains of alcohol and public health to promote a progressive policy, practice and service delivery agenda, our work is well respected and has contributed to many successful changes in Scotland's approach which will reduce alcohol related harms in our communities. Yet there is much to do and an exciting series of opportunities beyond the imminent Scottish election in engaging with and working alongside the incoming administration. This is a great time to join AFS, we welcome your interest in our important work in Scotland.

Neil Hunter, Chair of Alcohol Focus Scotland

**ALCOHOL
FOCUS
SCOTLAND**

OUR UNIQUE ROLE

Alcohol Focus Scotland (AFS) makes a unique contribution to preventing alcohol harm in Scotland by promoting cost-effective action that works for people and reduces inequalities. We work to ensure that policy and practice relevant to alcohol in Scotland is grounded in evidence and in the experience of people affected by it. We provide decision makers with access to quality research and insight on preventing alcohol harm and achieving the best outcomes for communities. We campaign for change and promote the sharing of good practice at local, UK, and international level.

We work with a wide range of people and partners who put the public interest first. We do not work with the alcohol industry. We fully endorse and adopt the World Health Organization's position that the alcohol industry has no role in the formulation of alcohol policies, which must be protected from distortion by commercial or vested interests.

AFS is a charitable company governed by a Board of Directors.

OUR STRATEGIC PRIORITIES



People

Every one of us is able to live a healthy and full life, free from alcohol harm



Communities

Our communities promote good health, uphold our human rights and are free from alcohol-fuelled inequality



Children and families

Our families are nurturing and thriving, free from the corrosive effect of alcohol on relationships.

Our children are able to enjoy a happy and safe childhood, free from the negative effects of alcohol



Scotland

We are a flourishing and progressive country with an international reputation for using the most effective and cost-effective approaches to prevent and reduce alcohol harm

WHAT WE DO

We work to create a Scotland where alcohol is no longer a major cause of harm, including by:

- promoting effective alcohol policies at local, national and international level
- gathering and producing evidence of the harm caused by alcohol and of the most effective ways to address it
- engaging and informing people about our work and the need for change
- involving and supporting people to influence change
- developing learning opportunities and resources to support best practice
- holding decision makers and the alcohol industry to account



THE ROLE

Reports to: Chair of Board of Trustees

Direct Reports: There are four staff managed by the Chief Executive. The Deputy Chief Executive role is currently vacant. There are fourteen staff employed in total.

Hours of Work: Full time 34.50 hours/week, Monday-Friday. There may be occasional evening or weekend commitments. Some travel (national and international) may be required, commensurate with the profile and responsibilities of the post.

Location: The normal place of work is 166 Buchanan Street, Glasgow, G1 2LW, however, AFS encourages flexible and hybrid working to meet the needs of the post and to accommodate the post-holder.

Salary: The salary range for this post is £81-83K

Recruitment is usually at the lower end of the band unless exceptional relevant experience justifies a higher entry point.

Contract: Permanent

Start date: To be agreed



JOB DESCRIPTION



Job purpose

The Chief Executive of AFS, in partnership with the Board, is responsible for the successful operation of the organisation. Together, the Board and Chief Executive ensure the delivery of AFS's mission and vision, are responsible for the organisation's financial stability and its operation in accordance with our charitable purpose. The Board delegates responsibility for management and day-to-day operations to the Chief Executive who has the authority to act in accordance with Board direction and policies. The Chief Executive also enables the Board to carry out its governance functions effectively by providing information, guidance and support.

Legal Compliance

As Company Secretary, the Chief Executive oversees all compliance including ensuring the filing of all legal and regulatory documents and monitoring compliance with relevant laws and regulations.

Mission, policy and planning

- Assists the Board to determine AFS's values, mission, vision and our goals.
- Assists the Board to monitor and evaluate AFS's effectiveness and outcomes.
- Keeps the Board fully informed on AFS's situation and the important factors influencing it, including trends, issues, problems and opportunities.
- Provides analysis, options and recommendations to facilitate Board decision-making.
- Keeps informed of developments in human resources, third sector governance and changes to charity law.

Strategic Relationships

- Develops and maintains strong, purposeful relationships with Scottish Government Ministers and officials, MSPs and locally elected members, public health organisations and professionals, local Alcohol and Drug Partnerships and third-sector organisations to prevent and reduce alcohol harm in Scotland.
- Works closely with academics to ensure that research is policy relevant and impactful, and with lived experience groups to ensure their voices inform future policy-making.
- Works with partners to develop and promote practical legislative and regulatory policies, including collaborating across health harming industries (particularly tobacco and recreational nicotine products, and unhealthy food).

JOB DESCRIPTION



Management and administration

- Provides oversight of AFS's work and day-to-day operations to ensure a smoothly functioning, efficient and sustainable organisation.
- Ensures the quality of AFS outputs and organisational stability through development and implementation of standards and controls, systems and procedures, and regular monitoring and evaluation.
- Promotes a work environment that recruits, retains and supports quality staff and maintains a positive organisational culture aligned with AFS's values.
- Ensures staff resources and management arrangements are appropriate for the delivery of the business plan and works with AFS's HR Advisers to recruit staff and negotiate professional contracts.
- Ensures an equitable process for selection, development and performance management of staff and works with the Board to ensure that appropriate salary structures are developed and maintained.

Governance

- Assists the Board to articulate its own role and accountabilities and that of its committees and individual members.
- Works with the Chair to enable the Board to fulfil its governance functions and helps optimise performance by the Board, its committees and individual Board members, including through development sessions and regular evaluation.
- Along with the Chair, focuses the Board's attention on AFS's long-range strategic direction.

Financing

- Ensures the financial sustainability of AFS by developing and implementing an effective fundraising strategy for the organisation consistent with our vision and ethical standards and aligned with our strategic plan.
- Ensures the sound financial management of the organisation, including budgeting, reporting and audit, working closely with the Financial Controller.

Communications

- Ensures good communication both internally and externally.
- Ensures AFS has a strong profile and reputation as an expert voice on alcohol issues.
- Serves as chief spokesperson for AFS, assuring strong representation of AFS in the media and social media.
- Initiates, develops, and maintains cooperative relationships with journalists and broadcasters.

PERSON SPECIFICATION

We need you to be:

- A successful leader who can articulate the organisation's vision and strategic direction and lead AFS to achieve our strategic objectives and outcomes.
- Educated to degree level or equivalent.
- An experienced senior manager (at least four years).
- Able to demonstrate a track record of delivering results and providing leadership both within an organisation and beyond.
- Experienced in formulating evidence-based policy and advocacy.
- A confident, strategic thinker and problem solver with the ability to analyse complex issues and offer options and recommendations.
- Experienced in influencing stakeholders and working in partnership with a range of organisations.
- Excellent at networking and communicating with diverse audiences.
- Excellent verbal and written communication skills, experienced in report writing and delivering presentations to a range of audiences.
- Able to undertake financial planning and to diversify sources of income.
- Aware of the alcohol policy environment in Scotland and beyond and of the need to actively manage conflicts of interest.

It would be good if you had:

- Experience and understanding of the charity sector.
- Experience in a similar role in the charity sector.
- Experience of working in alcohol policy.
- Experience of fundraising.
- Experience of representing an organisation in the media, including broadcast.
- Knowledge and understanding of public health and of the commercial determinants of health.
- Experience of human rights-based approaches.

Responsibilities of all Alcohol Focus Scotland staff:

- Manage and prioritise workloads and ensure that deadlines are met.
- Maintain positive working relationships with all members of the Alcohol Focus Scotland staff team and ensure that colleagues are kept up to date with relevant issues and developments.
- Undertake all work in line with AFS organisational values and contribute to team activity across work programmes as required.
- Undertake relevant professional development activities and training as agreed with line manager.
- Maintain confidentiality, including day to day observance of data protection guidelines.
- Adhere to all internal and external policies, procedures and contribute, as required, to their ongoing development.
- If required, work outside normal working hours for which time off in lieu (TOIL) will be given.
- Key holders should secure premises as necessary.
- Have regard for your own and others' health and safety.
- A commitment to equal opportunities and anti-discriminatory practices.



WHY WORK FOR US?

Alcohol Focus Scotland is an equal opportunity employer.

We celebrate diversity and are committed to creating an inclusive environment for all employees.

We are an accredited Living Wage Employer.

Impact

- An opportunity to lead an organisation with a recognised track record in public health leadership and significant policy impact both in Scotland and beyond.
- AFS is recognised as a leader in the alcohol health policy field at national, UK and international levels.

Flexible and Hybrid Working

We offer flexi-time to give you more control over your working hours. We work a mixture of office and home-based days to meet the needs of the post and to accommodate the needs of the postholder.

Pension and Death in Service Insurance

- 4-6% matched employer pension contribution, rising to 7% after five years' service.
- Death in Service insurance is calculated as two times salary.

Annual Leave

- 26 days paid annual leave, increasing after five years' service.
- 10 days public holiday (incorporating closure between Christmas and New Year).
- An additional Celebration Day that may be taken at any time.
- Staff may purchase up to one week's additional annual leave per holiday year.

Company Sick Pay

After completion of probation you can qualify for up to five months full pay then five months half pay, inclusive of SSP, in year one, increasing annually for five years.

Transport

AFS is based in central Glasgow, close to transport hubs.

We offer access to the tax efficient benefits of the Cycle to Work scheme.

Learning

We offer a range of formal and informal training and learning opportunities to support your development.

Enhanced leave

Maternity leave and paternity leave are enhanced above statutory to help you and your family, after a qualifying service period.

Well-being support

We provide an Employee Assistance Programme which offers round the clock support for all staff.

Social Connection

As well as the satisfaction of working with a skilled, friendly and dedicated team to make change happen, we support formal and informal opportunities to take part in different activities and get to know your colleagues.

Recruitment process



The closing date for applications is noon on Monday 3rd November 2025. Interviews are planned to take place on the week commencing Monday 24th November 2025.

We will require a minimum of two appropriate references and will check original documents proving your qualifications, identity, and right to live and work in the UK before you can start work with us.

Referees should ideally be your present and last employer. They should have had either managerial or supervisory responsibility for your work, and not be colleagues, subordinates or friends. We will only approach your referees once an offer of employment has been made; they will be provided with a copy of the job description and asked to return a Reference Request. If you have any questions about providing reference details, please contact us.

Applicants invited to interview will be required to complete a Declaration of Conflict of Interest.

To find out more about the role, an informal call can be arranged with Neil Hunter, Chair of the AFS Board by contacting enquiries@alcohol-focus-scotland.org.uk with 'CEO Recruitment Enquiry' as the subject header.

How to apply

To apply, please provide a Supporting Statement, demonstrating how you meet the criteria in the Person Specification section of the job description, and your CV showing your qualifications and experience. An equal opportunities monitoring form is also provided.

Please email these to enquiries@alcohol-focus-scotland.org.uk with 'Chief Executive Application' in the subject line. The information which we gather from you during the recruitment and selection process is retained and processed in accordance with the provisions set out by the Data Protection Act 1998 (DPA) and further to the UK General Data Protection Regulations (GDPR).

We will not accept applications via agencies.