



Complementary & Natural  
Healthcare Council

## Chief Executive Information Pack

The closing date for receipt of applications for this post is

**10 October 2025 at 5pm**

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Dear Applicant

Thank you for your interest in this post. You will find here some information about us, the post we are seeking to fill, and a summary of what we are looking for. You will also find the job description and person specification for the Chief Executive position.

The Complementary and Natural Healthcare Council (CNHC) is the UK's voluntary regulator for complementary healthcare practitioners. We hold an Accredited Register approved by the Professional Standards Authority, providing assurance to the public and recognition for practitioners who meet our rigorous standards.

As our long-serving Chief Executive steps down after 13 years of service, CNHC is seeking an ambitious, innovative, and strategic leader to guide the organisation into its next phase of growth.

As the **Chief Executive** of CNHC, you will be joining CNHC at an exciting time, steering our organisation towards growth and sustainability while championing our mission to promote confidence and strengthen public trust in complementary healthcare.

We are seeking an energetic, creative, forward-thinking leader with wide experience in leadership and management, strategic planning, and public relations. A high level of skill in communication is vital to successfully manage external relationships and achieve our goal to enhance the visibility of the organisation.

As the face of the organisation, you will have overall responsibility to promote our mission, through providing strategic leadership, building relationships with key stakeholders, and delivering the organisation's objectives within strategic, operational and financial plans as agreed by the Board. Previous experience in a regulation sector is desirable.

Interviews will be held in Central London, on **21 and 22 October** at the **School of Philosophy and Economic Science, 11-13 Mandeville Place, London W1U 3AJ**. Ideally, the successful candidate would be available to join and observe our Board meeting on Thursday 6 November at the same venue as the interviews.

I look forward to hearing from you and receiving your application if you feel you match what we are looking for. If you would like to discuss the post, or have any questions please contact Bhavna Bhanderi at [bhavna.bhanderi@cnhc.org.uk](mailto:bhavna.bhanderi@cnhc.org.uk)

Kind regards



Iain McInnes, Chair

**No Recruitment Agencies please**

# Complementary and Natural Healthcare Council

## Chief Executive Recruitment Information

### 1. About us

Established in 2008, The Complementary and Natural Healthcare Council is a well-respected and trusted organisation, dedicated to protecting the public in the field of complementary healthcare. Initially set up by the government to protect the public:

- We are a voluntary regulator and uphold the highest standards of professional practice through the operation of an accredited register covering eighteen different complementary healthcare professions.
- We ensure that all our registrants have met the rigorous standards of practice established by the Government, are insured and committed to continuous development.
- We are the holder of an Accredited Register by the **Professional Standards Authority for Health and Social Care**, an independent body, accountable to the UK Parliament.
- We are dedicated to integrity and transparency.

CNHC works with 40 Professional Associations who check the details of practitioners' training, insurance and experience and confirm whether they are eligible for CNHC registration. All CNHC Registrants have agreed to be bound by the highest standards of conduct and have registered voluntarily. All of them are professionally trained and fully insured to practise.

We make the case to government and a wide range of organisations for the use of complementary healthcare to enhance the UK's health and wellbeing, and we raise awareness of complementary healthcare and seek to influence policy wherever possible to increase access to the disciplines we register.

### 2. Equality, Diversity and Inclusion

CNHC is committed to equal opportunities in our appointment of Company Directors, appointment of members of the CNHC Professional Committee and members of Profession Specific Boards (PSBs), employment of staff, registration of practitioners and delivery of our Strategic and Operational Objectives. We will make every effort to prevent discrimination against any of our current and potential Company Directors, Committee members, PSB members, staff and registrants on grounds of the following protected characteristics:

- a. Age
- b. Disability
- c. Gender reassignment
- d. Marriage and civil partnership (employment only)
- e. Pregnancy and maternity
- f. Race
- e. Religion or belief

- g. Sex
- h. Sexual orientation.

### **3. About the role**

As the Chief Executive of CNHC, you will be joining CNHC at an exciting time, steering our organisation towards growth and sustainability while championing our mission to promote confidence and strengthen public trust in complementary healthcare.

Together with the CNHC Board you will set the strategic direction of the company. You will report to the Chair and the Board of Directors.

The Chief Executive will provide vision, leadership, and direction to CNHC, ensuring the organisation strengthens its reputation as the leading voluntary regulator in complementary healthcare.

The Chief Executive will focus on innovation, financial sustainability, and the growth of CNHC's profile and membership, building wider public awareness while ensuring strong collaboration with stakeholders.

The responsibilities encompass making key decisions, formulating and implementing business strategies, to maintain a viable revenue generating organisation to ensure the sustainability of the Accredited Register.

### **4. The Duties and Responsibilities include:**

- Drive CNHC's mission and vision through effective strategic and operational leadership.
- Build and maintain strong relationships with partner organisations, and stakeholders.
- Lead the CNHC Team to inspire high performance and delivery of operational and strategic goals.
- Ensure robust financial management, compliance, and sustainable financial growth
- Advocate for the use of complementary healthcare to enhance the UK's health and wellbeing, seeking greater integration with mainstream health and social care
- Increase public awareness of the benefit and safeguards in using the register to find a practitioner when seeking complementary therapy.

### **5. Nolan Principles**

In performing their duties, the CEO must uphold the seven principles identified by the Nolan Committee in its report on standards in public life. Whilst this was first published in May 1995 it is still highly relevant today. The seven principles are selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

## 6. Terms and conditions overview

Great company benefits include:

- Competitive Salary: A salary of **£65,000 - £70,000 per annum** commensurate with experience
- Holiday: **25 days of annual leave** plus bank holidays
- **Flexible hybrid home working arrangement**
- Pension: **8% employer pension contribution.**

Working hours for this role are 37.5 per week, with some evening and weekend work required to attend meetings, conferences and events.

Full terms and conditions details will be provided in the contract of employment, further information can be found in the CNHC Employee Handbook

If you require any reasonable adjustments such as access or information in an alternative format, please inform us soon as you are able so that we can make the appropriate adjustments.

## 7. About you

As the Chief Executive, you will be a forward-thinking leader with proven experience in the regulation sector, particularly in accredited register field or related fields.

You will have an understanding of, and empathy for, complementary and natural healthcare both as an integral part of the broader health system and as a support to maintain health and wellbeing.

Your ability to inspire teams through collaboration, strong governance, and strategic vision will be critical to your success in this role.

You will have excellent communication, presentation and public speaking skills.

Above all, you must be passionate about complementary and natural health care and be driven to growing CNHC registers and increasing the number of registrants further ensuring sustainable growth.

## 8. Application process

The deadline for applications is **10 October 2025**. Interviews will be held on **21 and 22 October 2025** in London.

An application should contain a CV of not more than 3 sides of A4 with a Supporting statement to include the following four sections:

- Motivation for application
- Relevant Essential skills
- Relevant Experience
- Relevant Personal Attributes.

As a guide your statement should be concise and not exceed 200 words per section.

Please also complete and return with your application our [Equality, Diversity and Inclusion data collection form \[Word\]](#)

Applications should be submitted via email to Bhavna Bhanderi at [bhavna.bhanderi@cnhc.org.uk](mailto:bhavna.bhanderi@cnhc.org.uk)

If you require any reasonable adjustments such as access or information in an alternative format, please inform us soon as you are able so that we can make the appropriate adjustments.

If you have all the relevant skills and experience for the Chief Executive role and would like to be considered, we look forward to hearing from you.

# **Complementary & Natural Healthcare Council**

## **Chief Executive Job Description and Person Specification**

### **Role summary**

The Chief Executive, together with the CNHC Board sets the strategic direction of the company. The Chief Executive will focus on innovation, financial sustainability, and the growth of CNHC's profile and membership, building wider public awareness while ensuring strong collaboration with stakeholders.

### **Reporting Structure**

The post reports to the Chair and the Board of Directors.

### **Key responsibilities**

1. Act as CNHC's primary spokesperson, representing the organisation at public, professional and policy events and through social media, to build public understanding, confidence and trust in both the Accredited Register and complementary and natural healthcare more generally.
2. Analyse market trends, identify opportunities for growth, and position CNHC as a progressive and trusted regulator, building visibility and influence across healthcare, regulatory, and public domains.
3. Strengthen CNHC's financial sustainability, providing strong stewardship of resources and identifying opportunities to grow membership and diversify income, whilst ensuring CNHC delivers clear value to registrants, training providers and the wider community.
4. Ensure the organisation meets its statutory obligations including compliance with relevant regulations and standards as set by the Professional Standards Authority to meet and maintain accreditation.
5. Oversee the handling of a wide range of complex complaints, in accordance with the CNHC's complaints policy and procedures, ensuring complainants and respondent registrants understand how complaints are dealt with at each stage.
6. Build and maintain strong relationships with CNHC's Verifying Organisations, the Professional Standards Authority, other Accredited Registers, training bodies and professional associations to maintain and further develop high professional standards, driving high levels of registrant retention.
7. Work proactively with the Professional Standards Authority, to evolve and develop the voluntary Accredited Register, ensuring assessment standards are appropriate, proportionate and deliverable for a modern, voluntary, Accredited Register.
8. Work closely with the Board to implement CNHC's vision and strategy, providing transparent, timely reporting to the Board, thus enabling effective governance and oversight.



9. Ensure that effective systems are in place for CNHC to report, monitor and manage strategic risk through the development and maintenance of a Risk Register with the support of the Board.
10. Lead the CNHC in maintaining and improving the quality and safety of complementary and natural health care, supporting high standards of registrant practice.
11. Lead a lean and dedicated team, inspire collaboration, high performance, and professional development and maintain CNHC's culture of integrity, transparency, and inclusivity, ensuring CNHC remains an excellent place to work and a respected organisation in its sector.

## **Person Specification**

### **Essential**

- Educated to bachelor's degree level or equivalent with additional formal qualification in business, finance or management.
- Proven senior leadership experience within regulation, healthcare, professional membership, or the public sector.
- 3 years' experience at senior level in public, voluntary or statutory sector.
- Knowledge of complementary healthcare, regulation, or accreditation systems.
- Strong commitment to ethics, public protection, and professional standards.
- Excellent communication, advocacy, and stakeholder engagement skills.
- Strong ability to represent an organisation externally at senior levels.
- Ability to develop and maintain productive working relationships with partner organisations, and key stakeholders.
- Project management, financial planning and fiscal management skills and an understanding of membership-based financial models.
- An understanding of, and empathy for complementary and natural health care both as an integral part of the broader health system and as a support to maintain health and wellbeing.
- Understanding of issues related to equality, diversity and inclusion.

### **Desirable**

- Understanding of marketing, and demonstrable success in organisational growth, financial stewardship, and digital innovation.
- Experience of working closely with Boards and governance structures.
- Collaborative, inclusive leadership style suited to a small, close-knit team.
- Evidence of ongoing professional development.
- Experience of writing tenders and negotiating contracts.
- Understanding of Data Protection issues and implications for data management.

**September 2025**