



Appointment of Club Director Union Jack Club

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Reference XBZFA



Union Jack Club

Appointment of Club Director



Contents

- Welcome
- About us
- The Role
- What we are looking for
- Terms of appointment
- How to apply



Proudly serving the Armed Forces community since 1907

Union Jack Club Appointment of Club Director



Welcome message

Dear Candidate,

Thank you for your interest in the role of Club Director of the Union Jack Club. I am delighted that you are considering joining us, and I want to take this opportunity to share why this is such a special place, and why I believe this role offers a rare and genuinely exciting opportunity.

The Union Jack Club has been a home from home for the serving and veteran men and women of His Majesty's Armed Forces and their families since 1907, when King Edward VII opened the doors to our original building at Waterloo. We were born from the determination of one remarkable woman, Ethel McCaul, a frontline nurse in the South African War, who believed that no Service person visiting London should have to pay more than a day's pay for a bed. That founding spirit of service remains at the very heart of everything we do today, providing an outstanding members' club in the heart of the Capital – a charity dedicated to those who serve and who have served in the Armed Forces of the Crown.

With 266 bedrooms, a restaurant, bars, conference and banqueting facilities, and over 22 million guests welcomed since we first opened, the Club is a thriving operation with an annual turnover of approximately £13 million and 120 dedicated full-time staff. Under the patronage of His Majesty King Charles III, and with substantial investment in our facilities and financial reserves over the past decade, we are in a strong position – but have ambitions for further enhancements and improvements in the service provided to our members and their guests.

Our current Chief Executive retires at the end of December 2026 after four and a half highly successful years. His achievements, including the restructuring of the Executive Team to provide specialist day-to-day operational delivery, have created the opportunity to shape a new role: **Club Director**. This is the most senior executive role, focussed on the strategic future of the Club and the Charity that underpins it, building relationships across the Armed Forces, with local civic authorities, Parliamentarians and Commonwealth Associations, while driving the Club's commercial success and charitable mission forward. In recruiting for this role, the Governing Council recognises that, divested of day-to-day operational delivery of the hospitality function, the Club Director will have the scope, expertise and commercial acumen to further the charitable causes of the Club and direct the successful implementation of its strategy.



You would be joining at a particularly exciting moment. We are preparing for our 120th anniversary celebrations and continuing an ambitious refurbishment programme. The Club Director will enjoy real autonomy and a direct relationship with the Governing Council through the President, with the scope to make a lasting impact. This role might especially appeal to a senior officer of His Majesty's Armed Forces approaching or on departure from full-time service, who brings relevant commercial experience and is looking for a principal role that still allows capacity for other commitments.

Above all, we are looking for someone who understands what the Union Jack Club means to its members: someone who feels the significance of our history, who cares about our Serving and Veteran communities, and who has the vision and energy to grow the impact we have for Armed Forces families in an uncertain world.

I very much look forward to welcoming our new Club Director, and to work together to build still further on the success of this remarkable institution. I do hope that, once you have read the rest of this pack, you will feel inspired to apply.

With warm regards,

Vice Admiral Sir David Steel KBE DL
President & Chairman

Union Jack Club Appointment of Club Director



About us

The Union Jack Club is London's premier membership club for serving and veteran enlisted members of the Armed Forces and their families.

Founded in 1907 by Ethel McCaul, a decorated Royal Red Cross nurse who served on the front line during the Boer War, the Union Jack Club was born from a simple but powerful conviction: that while officers had their clubs, enlisted servicemen and their families deserved somewhere reputable to stay in the nation's capital.

Opened at Waterloo in 1907 by King Edward VII, and built as a national memorial to those who fell in the South African War, the Club has since welcomed over 22 million visitors. His Majesty King Charles III serves today as Patron-in-Chief.

Situated in the heart of London, steps from Waterloo station, the Club operates as a modern, high-quality hotel and membership organisation. Its 266 bedrooms, restaurant, bars, library, meeting rooms, and conference and banqueting facilities serve 86,000 registered Members – Serving, Veteran, and Spouse/Partner – drawn from across the Armed Forces community. A dedicated team of around 120 staff delivers on the Club's founding motto: **Committed to Outstanding Service.**

The Club's history mirrors that of the Armed Forces it serves – from housing over 1,000 beds during the Second World War to remaining fully operational throughout the COVID-19 pandemic. Sustained investment has ensured consecutive years of record membership and revenue growth. Throughout, the Club has never lost sight of its traditions: the Victoria Cross and George Cross Rolls of Honour – believed to be the only commemoration of their kind – sit alongside a plaque honouring T.E. Lawrence, a regular member. Modern and welcoming to private and corporate guests alike, the Union Jack Club remains wholly committed to its founding purpose: **to serve those who serve.**

You can read more about the Club [here](#) and our most recent annual report [here](#)



The UJC has been a home from home for 22 million visitors since 1907





The Role

The Club Director will provide strategic executive leadership and governance oversight of the Club, working closely with the Club's executive leadership team and reporting to the Club's Governing Council, chaired by its President.

The Club Director will be the executive lead for the Club – championing its values, growing its membership, securing its financial sustainability, and ensuring it remains a trusted and respected institution within the military community.

This is a hands-on executive role, with significant delegated authority from the Council, requiring both visionary leadership and practical engagement with members, stakeholders, and the wider military community.

The Club Director will also serve as a director of the Club's trading subsidiary.

Key Responsibilities

Strategic Leadership

- Propose and drive the long-term vision, strategy, and culture of the Club, as approved by the Council.
- Lead the development and execution of a membership growth strategy.
- Champion the Club's mission and values internally and externally.
- Identify and pursue opportunities to expand the Club's reach, facilities, and services.

Governance and oversight

- Ensure the Club operates in accordance with its constitution, regulatory requirements and best practice.
- Oversee financial performance, budgets, and risk management.
- Appoint, support, and where necessary performance-manage senior leadership.

Key Responsibilities

External engagement and advocacy

- Act as the principal ambassador for the Club including with government, Armed Forces charities, corporate partners, and the media.
- Build and maintain relationships with senior military figures, veterans' organisations, and relevant public bodies.
- Represent the Club at high-profile events, engagements, and forums.
- Advocate for the interests of serving and ex-serving military personnel at a national level where appropriate.

Membership and community

- Maintain close connection with the Club's General Committee (representatives of the serving and veteran membership) and wider membership, understanding their needs, concerns, and aspirations.
- Ensure the Club delivers genuine value to all members — serving personnel, veterans, and their families and guests.
- Foster a culture of camaraderie, inclusivity, and mutual support consistent with military values.

Fundraising and commercial development

- Lead or support major fundraising initiatives and donor relationships.
- Oversee commercial activity, partnerships, and revenue streams to ensure long-term financial health.
- Identify grant funding, sponsorship, and philanthropic opportunities relevant to the military community.

Union Jack Club Appointment of Club Director



What we are looking for

Essential

- Strong affinity with and understanding of the military community. Ex-Armed Forces status highly desirable.
- Proven track record of strategic leadership and organisational development.
- Excellent interpersonal and communication skills, with the ability to engage credibly across all levels.
- Experience of governance and Board-level accountability.
- Demonstrable ability to build partnerships, raise profile, and secure external support.
- High personal integrity and a genuine commitment to the welfare of serving and ex-serving personnel.
- Experience of fundraising, commercial development, or managing a P&L.

Desirable

- Experience leading a membership organisation, charity, club, or similar institution.
- Existing network within the Armed Forces, veterans' sector, government, or corporate community.
- Media and public affairs experience.
- Knowledge of the veterans' support landscape in the UK.



Terms of appointment

Time commitment:

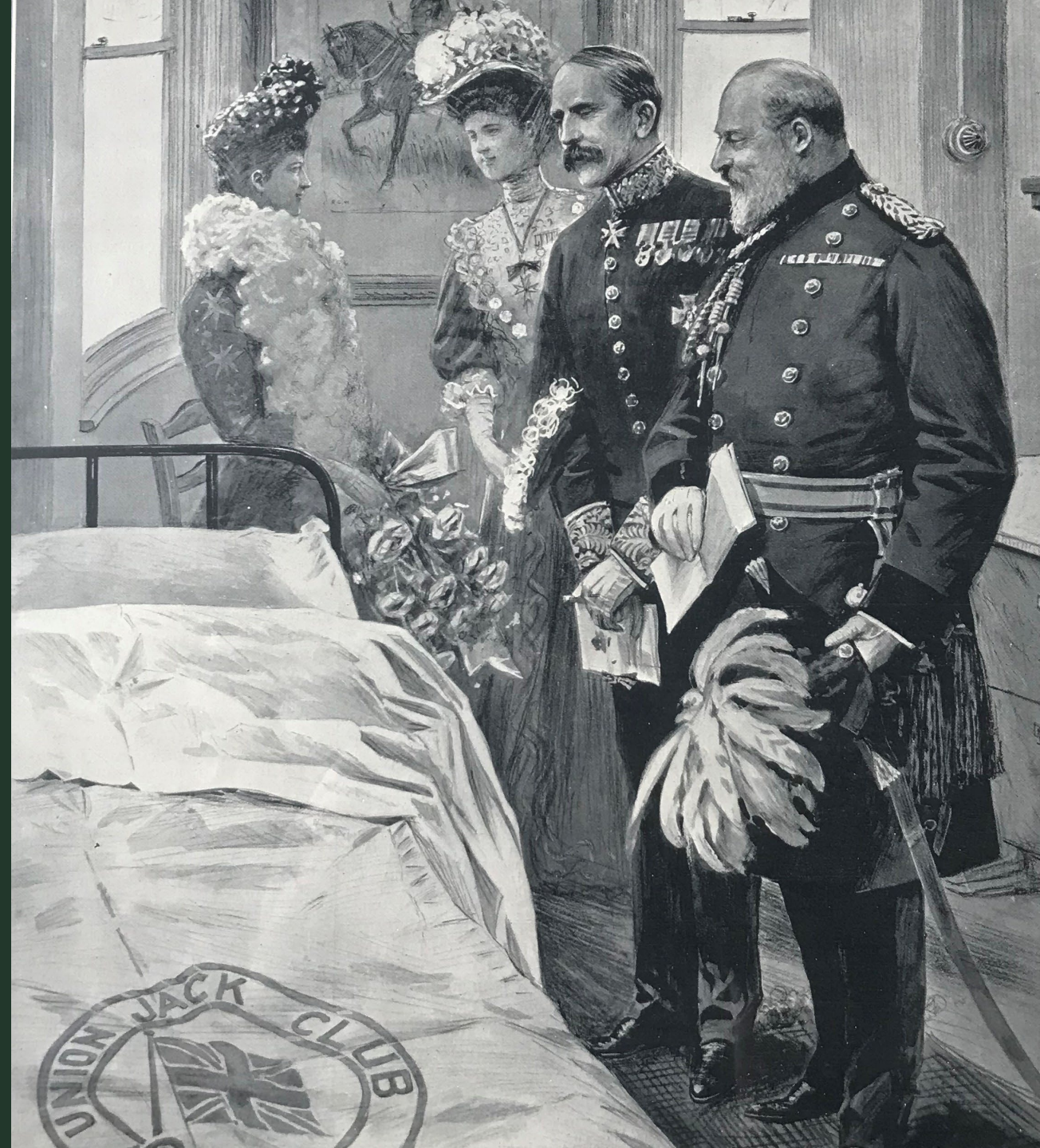
60% of a working week

Remuneration:

Competitive

Location:

London, with some remote working; travel required for member engagement and external representation.



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the Union Jack Club on this appointment.

Candidates should apply for this role through our website at roles.saxbam.com using code **XBZFA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on Monday 15th June, 2026.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

- [Read our guide to writing cover letters](#)





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