**Each and Every Child Initiative Programme Director**

**£41,200 – Full time**

The Each and Every Child initiative is a new programme of work which aims to tell a compelling story about children and young people in the care system, transforming the current public narrative and mobilising people at all levels in the community to take action to improve their life chances. Informed by robust research and the established practice of ‘reframing’, the initiative will create the scale that is needed to influence public opinion and make a positive difference to the lives of children and young people. A small staff team will be established which will have the focus and expertise to coordinate this work, support networks and lead the strategic development of the initiative, creating a significant profile for reframing in Scotland. The staff team will be supported by an active Management Group which will oversee the strategic direction of the work. More information on the initiative can be found in the accompanying recruitment brief. The post will usually be based at The Robertson Trust’s Glasgow office and may require some travel. For the foreseeable period, the role will require working from home, in line with Government guidelines.

The Each and Every Child Initiative is a partnership project between CELCIS, Esmée Fairbairn Foundation, Life Changes Trust, The Robertson Trust, Scottish Government and Social Work Scotland, and will be hosted by The Robertson Trust. The Trust is the largest independent grant-making trust in Scotland with the vision of a fair and compassionate Scotland where everyone is valued and able to flourish. The Trust has recently launched a new 10-year strategy which will focus on helping improve the lives of people and communities with experience of poverty, trauma or both.

Initial interviews will be held on Wednesday 18 November. Second interviews will take place on Tuesday 1 December and are likely to include a skills-based task and an informal conversation with people with experience of care. All interviews will take place remotely through video conferencing.

**The Role**

* Lead, develop and manage the design and delivery of the initiative, in conjunction with the Management Group
* Develop strong relationships with key stakeholder groups and be the spokesperson for the programme and the approach
* Line manage the Programme Coordinator

**The Individual**

* Experience of having developed and delivered multi-disciplinary strategic marketing and communications plans and of running national communications, marketing or advertising campaigns
* Excellent communicator, with strong influencing and relationship-building skills and demonstratable ability to work alongside and support a diverse range of stakeholder groups (young people, families, communities, professional groups, senior leaders)
* Knowledge of children’s services, public services and/or the care system in Scotland

To apply, please submit a CV and a supporting statement which details how you would meet the essential and desirable criteria. We would encourage all applicants to offer tangible, clear examples from their professional experience which demonstrates each of the criterion.

We are particularly keen to welcome applications from individuals with experience of care. All applicants who meet the essential criteria and declare they have care experience and/or a disability will be short listed for interview.

**Benefits**

* 35 days holiday per calendar year (FTE)
* Pension - 10% employer contribution or 14% if employee contribution is 7%
* Death in Service 4 x salary or 8 x salary if employee contribution to pension
* BUPA healthcare
* Annual Travel Pass Loan

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**JOB SPECIFICATION**

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| **JOB TITLE:** | Programme Director  |
| **FUNCTIONAL AREA:** | Each & Every Child Initiative |
| **LOCATION:** | Robertson House, Glasgow |
| **REPORTING TO:** | Social Impact Manager |
| **SALARY BAND:** | Grade 3 |

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| MAIN DUTIES/RESPONSIBILITIES |
| Job PurposeWe are looking for someone to lead on building the skills, confidence, and capacity in utilising the frames and techniques informed through research and developed with the FrameWorks Institute and the Management Group. This will include engagement with individuals, groups and a small number of ‘early adopter’ initiatives, and delivering a programme of workshops and training to help to grow awareness and skills across Scotland. With strong influencing and relationship-building skills, you will have an understanding of professional communications techniques combined with a proven track record in delivering a successful programme of work aimed at facilitating and changing behaviour or raising awareness through campaigning, engagement or training. Excellent communication skills are essential, as well as a demonstrable interest in social policy and social justice. Experience of working with local networks and a range of stakeholders; programme planning skills; and a professional understanding project development and project management would also be an advantage.Key responsibilities1. Leading and managing the design and delivery of the programme, in conjunction with the Management Group, to realise the programme objectives.
2. Lead on development and delivery of the engagement and dissemination plan to build awareness of the research findings and recommendations, and motivation and buy-in among stakeholders to engage with and use the project tools, frames and metaphors in communications, campaigns and using diverse platforms.
3. Developing and delivering the programme website as a simple one-stop-shop for a) information about the programme to inspire engagement; b) the programme tool-kit; c) the playbook and any other resources; d) the evidence base / research behind the programme; and e) information about the events, training and opportunities to engage in reframing.
4. Leading on the design of the format and scheduling of the programme’s training programme with the Frameworks Institute.
5. Working with the Management Group, identify potential front runner initiatives, and work in partnership with them and the FrameWorks Institute, design and deliver a programme of improvement and support to test the reframing through real time operational delivery - this includes working alongside one organisation to support the review, improvement and testing of communication outputs.
6. Developing and updating programme tools and outputs based on learning from delivery.
7. Being the spokesperson for the programme and the approach, in line with the protocol agreed with the management group.
8. Putting in place an approach and measures for evaluation and continuous improvement.
9. Overseeing the programme budget and fulfilling reporting requirements to funders.
10. Seeking funding and exploring income streams to ensure the initiative’s long term sustainability.
11. Managing the programme/project team (currently one member of staff – programme coordinator - with potential to grow, contingent on needs and funding).
12. Reporting to the management group against the programme objectives.
13. The post holder may be required to perform duties, appropriate to the post, other than those given in the job profile.
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**PERSON SPECIFICATION FORM**

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| DEPARTMENT: Social Impact | **VACANCY REF. No:** |
| **JOB TITLE:** Programme Director  | **LOCATION:** Robertson House |

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| **THE EMPLOYEE** | **ESSENTIAL** | **DESIRABLE** |
| **Qualifications/Experience**What educational attainments must the candidate possess? What professional/technical skills and knowledge are important, and what kind of job experience should the candidate have? | * Relevant professional qualification at SCQF level 9 or above (equivalent to degree level) or equivalent relevant professional experience
* Experience of having developed and delivered multi-disciplinary strategic marketing and communications plans
* Experience of running national communications, marketing or advertising campaigns
* An experienced facilitator
* Experience of public speaking, producing and delivering engaging presentations
* Experience of hosting and/or leading training or engagement events
* Experience of being a spokesperson and representative of an organisation, including through the media
* Some professional writing experience, with experience of having written for multiple platforms, channels or outputs
* Experience of using social media for professional purposes
* Demonstrable ability to work alongside and support a diverse range of stakeholder groups – young people, families, communities, professional groups and senior leaders
* Excellent communicator, with strong influencing and relationship-building skills
* Knowledge of the policy, political and media landscape in Scotland
* Knowledge of children’s services, public services and/or the care system in Scotland
* Diplomatic, collegiate and collaborative in approach
* Demonstrable interest in social policy and social justice
* Flexible and adaptable
* Values-driven and passionate about making positive change
 | * Personal experience of care
* Monitoring and evaluation methods
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| **Circumstances**In terms of personal circumstances, what will the job demand / provide?  | * Role covers Scotland wide but is based in Glasgow
* Travel will be required
* Occasional evening and weekend working required
* Role will be working from home for the foreseeable period with support to do so provided
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