

Job Description

Senior Stakeholder & Engagement Manager Northern Ireland *(Director of Northern Ireland Office)*

(with potential to also take on role of Strategic Portfolio Lead across the 3 nations)

Job purpose: Working at a strategic level, to influence policy and decision making nationally, and engage with delivery partners across Northern Ireland, the role will ensure we deliver on BookTrust's new strategic objectives. The 2020 strategy sets out a new focus for BookTrust – prioritising work that supports families in greatest need. The role includes ensuring the current and future BookTrust offer is securely funded and strategically and sustainably embedded nationally. The role includes acting as the senior representative of BookTrust in NI.

Location: Northern Ireland

The post holder will report to the Head of Partnership Strategy

The post holder will line manage: The NI staff team (currently 2 staff equivalent to 1.2 FTE)

Work pattern: 3 or 5 days per week

The below job specification outlines the requirements for the core role of BookTrust Senior Stakeholder & Engagement Manager Northern Ireland which is a 3 day a week position with significant flexibility. This post is the most senior role in BookTrust in Northern Ireland and is therefore Director of the Northern Ireland office and oversees the small team operating from that office. In the future the role may also oversee additional roles based in NI as we move to a more geographically dispersed workforce (given shift in post-Covid working practices) which may be based in NI but report into a different line manager, with dotted lines into NI.

Our priority is to find the right candidate for this role and we are therefore open to candidates seeking full or part time working patterns. If you believe you have something to offer to this role but are seeking a 5 day role, there is the opportunity to expand this role to incorporate an additional strategic remit across England, Wales and NI. More information on this aspect is described at the end of this JD.

Core role - Key Responsibilities:

- **Political and government departmental engagement**– engaging with and influencing political developments in the devolved nations to further the strategic aims of BookTrust. Developing communication and engagement strategies with political leadership that enable BookTrust to shape and respond to relevant government and policy change and opportunities. This includes ongoing communications and advocacy.

- **Strategic Partnerships & funding:** To develop new partnerships and opportunities for BookTrust in NI in line with organisational strategic priorities including seeking and securing new funding.
- **Delivery oversight:** To oversee effective delivery of BookTrust offer in NI including activities, interventions and programmes that deliver BookTrust strategic objectives. This includes accurate reporting to Northern Ireland Government and other funders and partners in accordance with grant regulations. To embed cross-organisational working practices across wider BookTrust and take a collaborative approach to delivering the BookTrust strategy with internal and external partners.

Principal Duties:

Political and departmental engagement

- To develop and maintain effective senior and impactful relationships with politicians across NI Government and senior influential executives across individual departments, helping to ensure that the importance and impact of BookTrust's offer to families is understood and funding built into national decision making.
- To prepare and present information about BookTrust activities in Northern Ireland to a wide range of professional and public audiences in support of the above
- To advocate, promote and facilitate other BookTrust activities, interventions, programmes and initiatives as required
- To keep abreast of NI policy reviews and consultations and respond on behalf of BookTrust.
- To work on media and PR campaigns as required to further this aim.

Strategy, Partnerships & Funding

- To seek and secure new funding to deliver BookTrust's strategic objectives in NI
- To ensure effective delivery of BookTrust's offer in NI through:
 - growing strategic relationships at a local, regional and national level (e.g. Childcare Partnerships, EA Library Service, FNP Teams, Sure Starts, Fostering Network, NI Government)
 - growing strategic relationships in relevant sectors (e.g. Early Years, education, libraries), including managing strategic advisory groups and fora to guide programme delivery and development
- To identify and develop new markets and funding for products

Delivery oversight

- To ensure the delivery of a portfolio of NI activities, interventions and programmes on time and within budget ensuring the strategic alignment, quality and impact of the offer
- To lead strategic and operational planning for delivery of BookTrust universal and targetted offer (programmes, interventions and activities) to partners in NI
- To oversee the budget for NI

- To identify risks and development opportunities and provide advice and troubleshooting as required for BookTrust NI activities
- To provide input and intelligence as required into programme development which is driven by the central design and innovation function.
- To act as the local touch point and liaison regarding delivery of BookTrust current and future offer which is driven by BookTrust core operations, logistics, marketing and digital teams.
- To maintain strong relationships with strategic partners and support the programme team to manage delivery partners across NI to ensure effective delivery of activities in NI, including compliance with all partnership agreements
- To be accountable for the successful development and delivery of training, events and support activities to increase the impact of BookTrust's offer and disseminate best practice

Research & Evaluation

- To work collaboratively with BookTrust research team on evaluation, monitoring and research linked to the effective delivery of BookTrust activities in NI
- To oversee monitoring and evaluation processes for Bookstart activities, interventions, programmes and projects including auditing and stakeholder feedback
- To effectively respond to specific needs arising in NI e.g. cross community provision and working
- To keep up to date with journal articles and publications, including national policy development.

Management Duties

- To effectively lead and motivate the NI team
- To carry out line management duties including regular support and supervision sessions, annual appraisals and performance management
- To ensure effective communication and positive working practices within the team and organisation
- To effectively manage change within the team and across the organisation
- To be an active member of broader BookTrust Partnerships function and lead the successful development and implementation of new ways of working as required

General Duties

- To support colleagues and the organisation to realise BookTrust's mission
- To be committed to personal development, particularly in the area of specialist knowledge related to NI projects and activities within the regional policy context
- To carry out all duties in line with BookTrust policies and procedures and be prepared to undertake additional reasonable duties, as required
- To promote BookTrust and its vision and values in all activities, both internally and externally

Expanded role – additional responsibilities as Strategic Portfolio Lead

Our priority is to find the right candidate for this role and we are therefore flexible on whether the role is full or part time. If you believe you have something to bring to this role but are seeking a 5-day contract there is the opportunity to expand this role to incorporate an additional strategic remit across England, Wales and NI. This is likely to involve oversight of a programme of cross-cutting national partnerships work, to be developed and agreed with the successful candidate.

| PERSON SPECIFICATION | | |
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| Job title: Senior Stakeholder & Engagement Manager | | |
| Northern Ireland | | |
| CRITERIA | E or D* | S or I** |
| KNOWLEDGE <ul style="list-style-type: none"> • Knowledge of the Northern Irish Political, Governmental and broader stakeholder and policy-making context. • Knowledge of the early years, schools or children and families sector / policy context • Knowledge of government initiatives and frameworks relating to the early years, schools sector and/or 'disadvantaged' children & families • Understanding of the impact of reading and literacy as drivers of social change | E D D D | S, I S, I S, I S,I I |
| EXPERIENCE <ul style="list-style-type: none"> • A track record of effective relationship management with local /national partners, government and funders • A track record of strategic partnership development at senior level • A track record of using research, monitoring & evaluation to inform stakeholder engagement • Experience of rolling out innovative new products and services with stakeholders • Experience (personally or as leader of a team) of providing local assurance and oversight to local partners regarding delivery of interventions, programmes or services on time and within budget • Experience of managing a staff team | E E E D D D | S, I S, I S, I S, I S, I S,I |
| SKILLS <ul style="list-style-type: none"> • Effective leadership skills • Excellent partnership and relationship-building skills • Effective negotiation skills • Managing budgets • Excellent interpersonal skills | E E E E E E | I I S,I I I S,I |

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|---|-----------------------|-------------------------|
| <ul style="list-style-type: none"> • Strong verbal and written communication skills including presentation skills • Strong IT skills: Microsoft Word, Excel, PowerPoint, | E | S |
| ATTRIBUTES <ul style="list-style-type: none"> • Proactive and highly motivated • Solution-focused • Resilient and flexible • Teamworker • A commitment to equal opportunities and equality | E E E E E | S,I I I I I |
| QUALIFICATIONS <ul style="list-style-type: none"> • Educated to degree level or equivalent | E | S |
| CIRCUMSTANCES <ul style="list-style-type: none"> • It is expected that this role will be based in Northern Ireland. • This role includes regular travel around NI and regular overnight trips to BookTrust's offices in London (1-2 times a month) | | |
| *E = essential criteria D = desirable criteria **S = short listing criteria I = interview criteria | | |

Terms and Conditions

Starting salary: £45,000 - £53,000 per annum commensurate with experience (pro-rated for 3 days)

28 days holiday plus public holidays

Non-contributory pension scheme (7% employer contribution)

Life assurance – 3 x salary

Employee Assistance Programme

Flexible working scheme

Season ticket loans