

## Job Description

### Senior Partnerships Manager/ Director of Wales office

#### BookTrust

BookTrust is the UK's largest children's reading charity. We know that children who read are happier, healthier, more empathetic, and more creative. They also do better at school.

Working with every local authority and across every region in England, Northern Ireland and Wales, and supported by Welsh Government and Arts Council England funding we reach over 3 million families a year through partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children excited about reading from an early age.

This is a brilliant time to join BookTrust. We are delivering on our new strategy and approach to engaging with and understanding our beneficiaries. We are ambitious about developing our programmes to reach more children, particularly those who are disadvantaged, and we want to understand the difference our work is making so we can learn and develop what we do. We are ambitious to raise more income so we can extend our impact to increasing numbers of children and families.

**Location:** Wales, central Cardiff. The expectation is for a minimum of two face to face collaboration days per week as a mix of working at our Cardiff office and for external meetings and events. Extensive travel will be required around Wales and to BookTrust offices in England and Northern Ireland as well as to other locations as needed.

**Contract:** Permanent, full time. This role is advertised as a full time position however the role may also lend itself to part-time working, we are open to discussion on this element.

#### Job Purpose

Leading the delivery of our core programmes in Wales and our relationships with key funders and stakeholders, the role will ensure we deliver on BookTrust's strategic objectives. The 2021-26 strategy sets out a new focus for BookTrust – prioritising work that supports families in greatest need. Working to influence policy and decision making for BookTrust, delivering opportunities to match our income for Wales with our key priorities, this role ensures that the current and future BookTrust offer is securely funded and strategically and sustainably embedded nationally in Wales. The role includes acting as the senior representative of BookTrust in Wales, and the core purpose is summarised as follows:

- **Delivery oversight:** To oversee effective delivery of BookTrust offer in Wales including activities and interventions that deliver BookTrust strategic objectives. This includes accurate reporting to Welsh 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.
- **Political and governmental departmental engagement:** To build our profile, 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 and funding:** To develop new partnerships and opportunities for BookTrust in Wales in line with organisational strategic priorities including seeking and securing new and

diverse funding.

- **Leadership and management:** To lead the Wales-based team to work in a collaborative and cross cutting way to maximise on our work in Wales and across the organisation.

### **Person Specification**

- A confident, experienced manager with excellent communication skills and experience in managing relationships in Wales. A supportive team member, you will be a persuasive, determined, and exceedingly well organised individual, with first class attention to detail and the ability to lead multiple and competing priorities at any given time. Confident in leading projects and motivating team members to deliver results, you will be able to write clearly and accurately as well as work with, analyse and communicate through data. An inspiring manager who can lead and manage a small team to produce excellent results.
- A supportive colleague and team player who expects to work closely with peers and line manager (Associate Director for Partnerships) to contribute to wider outcomes for the organisation.
- Positive and enthusiastic, a credible ambassador with demonstrable ability to develop relationships across a wide range of people and groups, including government, local authority officers, community groups and charities, politicians, civil servants, partners and the public.
- Excellent communications skills with the ability to communicate effectively with a diverse range of audiences, in writing, in person and through presentations.
- Highly motivated individual able to achieve set targets, balance workloads and meet tight deadlines.
- Experienced in grant delivery and management.
- Experienced in leading change.

**This post holder will report to:** Associate Director for Partnerships

**This post holder will manage:** Wales team staff, currently 4 people.

## **Key responsibilities:**

### **1. Strategy, partnerships and funding**

**To lead, maintain manage and report on BookTrust's Welsh Government Grant funding , developing the relationship with Welsh Government to maximise on the opportunity.**

- To seek and secure new funding to deliver BookTrust's strategic objectives in Wales
- To ensure effective delivery of BookTrust's offer in Wales through:
  - growing strategic relationships at a local, regional and national level (e.g. early years teams in local authorities, educational consortia, Welsh 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 BookTrust products and programmes.
- Working closely with BookTrust research and impact teams to ensure appropriate and impactful evaluation of our work.

### **Welsh Government Grant Management**

2. Responsible for grant reporting and compliance
3. Responsible for overseeing the budget for Wales including that of the Welsh Government Grant alongside colleagues in Finance and Operations.

### **Delivery oversight**

4. To manage strategic and operational planning for delivery of BookTrust interventions and activities to partners in Wales, working with relevant central teams and in conjunction with the Associate Director for Partnerships.
5. To deliver a portfolio of Wales activities, interventions and programmes on time and within budget ensuring the strategic alignment, quality and impact of the offer.
6. To oversee the budget for Wales.
7. To identify risks and development opportunities and provide advice and troubleshooting as required for BookTrust's activities in Wales.
8. To provide input and intelligence as required into intervention development which is driven by the central design and innovation function.
9. 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.
10. 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.
11. To embed cross-organisational working practices across wider BookTrust and take a collaborative approach to delivering the BookTrust strategy with internal and external partners.

### **Political and departmental engagement**

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

### **Management and leadership**

17. To effectively lead and motivate the team in Wales.
18. To carry out line management duties including regular support and supervision sessions, appraisals and performance management.
19. To ensure effective communication and positive working practices within the team and organisation.
20. To effectively manage change within the team and across the organisation.
21. 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**

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

## PERSON SPECIFICATION

CRITERIA	E or D
<b>Knowledge</b>	
a. Welsh governmental and broader stakeholder and policy-making context.	E
b. An understanding of Welsh culture	E
c. Knowledge of the Welsh Language	E
d. Early years, schools and children and families sector and policy context	D
e. Government initiatives and frameworks relating to the early years, schools sector and disadvantaged children and families	D
f. Impact of reading as a driver for social change	D
<b>Experience</b>	
a. Effective relationship management with local and national partners, government and funders	E
b. Strategic partnership development at senior level	E
c. Experience in delivery and reporting of statutory funding	E
d. Using research, monitoring and evaluation to inform stakeholder engagement	E
e. Rolling out innovative new products and services with partners	D
f. Oversight of delivery of interventions or services on time and to budget	D
g. Management of a team of staff in a changing context	D
h. Management of budgets	E
<b>Skills and Attributes</b>	
a. Collaborative	E
b. Leading through change	E
c. Accountable and proactive	E
d. Creative and a strong problem-solver	E
e. Committed to diversity and equality	E
f. Strong verbal and written communication skills, including presentation skills	E

**E = essential criteria**

**D = desirable criteria**

## **Terms and Conditions**

- Salary: £50,000 per annum
- 28 days holiday, plus public holidays
- Pension scheme – 7% employer contribution
- 3 x salary life assurance
- Employee Assistance Programme
- Season Ticket Loan Scheme
- Flexible working scheme

Want to join us? Find out more about who we are at: <https://www.booktrust.org.uk/about-us/work-at-booktrust/>

To apply, you must submit your CV and attach a covering letter of no more than one page outlining your suitability in relation to the person specification.

## **Our Commitment to Diversity and Inclusivity**

We aim to provide an inclusive recruitment process and actively welcome applications from diverse talent pools: BAME candidates, candidates with disabilities and long-term conditions and candidates from underrepresented communities.

We are committed to equality of opportunity and want to ensure we have an accessible application process for all candidates. If you need any reasonable adjustments or would like us to do anything differently during the application process, please contact our HR team on [HR@booktrust.org.uk](mailto:HR@booktrust.org.uk) or 020 7801 8855/8856 to discuss your requirements further.

BookTrust is committed to safeguarding and promoting the welfare of children. The recruitment and selection process reflect our commitment to safeguarding therefore, the suitability of all prospective employees will be assessed during the recruitment process in line with this commitment, and pre-employment checks.