

## Job Description

### Senior Partnerships Manager / National Director for Wales

#### 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 Arts Council England and Welsh Government 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 have developed a new strategy and a new 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

#### Job purpose

Working at a strategic level, to influence policy and decision making nationally, and engage with delivery partners across Wales, the role will ensure we deliver on BookTrust's new strategic objectives. The 2021-26 strategy sets out a new focus for BookTrust – prioritising work that supports families in greatest need. This role is to ensure 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:

- **Political and governmental departmental engagement:** engaging with and influencing political developments in Wales 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 funding.
- **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.

**Location and working pattern:** Our Wales office is located in Cardiff.

The job specification outlines the requirements for the core role of BookTrust Senior Partnerships Manager and National Director for Wales. This post is the most senior role in BookTrust in Wales and oversees the small team operating from that office. This is a full-time role; we expect there to be opportunities for this role to take on additional strategic and cross-

cutting responsibilities (1-2 days per week) within the organisation, as we take forwards the key themes of our new strategy.

**This post holder will report to:** Head of Networks, Partnerships and Communities

**This post holder will manage:** Our Wales staff team (currently a team of 5)

**Key responsibilities:**

**1. Political and departmental engagement**

- 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.
- To prepare and present information about BookTrust activities in Wales to a wide range of professional and public audiences in support of the above.
- To advocate, promote and facilitate other BookTrust activities, interventions, and initiatives as required.
- To keep abreast of Wales policy reviews and consultations and respond on behalf of BookTrust.
- To work on media and PR campaigns as required to further this aim.

**2. Strategy, partnerships and funding**

- 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 interventions.

**3. Delivery oversight**

- To lead strategic and operational planning for delivery of BookTrust interventions and activities to partners in Wales, working with relevant central teams.
- 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.
- To oversee the budget for Wales.
- To identify risks and development opportunities and provide advice and troubleshooting as required for BookTrust's activities in Wales.
- To provide input and intelligence as required into intervention 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 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.
- To embed cross-organisational working practices across wider BookTrust and take a collaborative approach to delivering the BookTrust strategy with internal and external partners.

#### **4. Research and evaluation**

- To work closely with BookTrust research team on evaluation, monitoring and research linked to the effective delivery of BookTrust activities in Wales.
- To oversee monitoring and evaluation processes for BookTrust activities, interventions, programmes and projects including auditing and stakeholder feedback.
- To respond effectively to specific needs arising in Wales e.g. Welsh language / bilingualism.
- To keep up to date with journal articles and publications, including national policy development.

#### **5. Management and leadership**

- To effectively lead and motivate the team in Wales.
- To carry out line management duties including regular support and supervision sessions, 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.

#### **6. 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 Wales 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.

## PERSON SPECIFICATION

We are looking for an outstanding relationships manager with strong experience of the political, governmental and policy context in Wales. You will have experience of developing and maintaining strong strategic partnerships and of using research and evidence to inform stakeholder engagement. You will also have a strong set of collaborative, problem-solving skills, and a resilience to learn new things and to lead and support your colleagues through change. You may also have experience of the early years, school and/or children and families sector, particularly in relation to disadvantaged children; you will definitely be excited by our mission to get every child reading, and by this opportunity to place children at the heart of all you do in your work.

CRITERIA	E or D
<b>Knowledge</b>	
a. Welsh governmental and broader stakeholder and policy-making context.	E
b. Knowledge of the specific needs and characteristics of the Welsh context, including bilingualism and Welsh culture	E
c. Early years, schools and children and families sector and policy context	D
d. Government initiatives and frameworks relating to the early years, schools sector and disadvantaged children and families	D
e. 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. Using research, monitoring and evaluation to inform stakeholder engagement	E
d. Rolling out innovative new products and services with partners	D
e. Oversight of delivery of interventions or services on time and to budget	D
f. Management of a team of staff in a changing context	D
g. Management of budgets	D
<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
g. Ability to work through the medium of Welsh, or a commitment to acquiring Welsh language skills	E
<b>Qualifications</b>	
a. Educated to degree level or equivalent	D

**E = essential criteria**

**D = desirable criteria**

**Terms and Conditions**

- Salary: £42,000 - £52,000
- 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

**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.