

Job Description

Programme Developer – Design, Development & Innovation

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 the country, and supported by Arts Council funding, we reach over 3 million families a year via partners in schools, children's centres, health visitors and libraries. This incredible network helps us to get children reading across the country.

This is an exciting time to be joining BookTrust - our soon to launch 2021 strategy sets out a new focus prioritising work that supports families in greatest need.

We are ambitious about designing and developing our interventions and offers to reach more children, particularly those who are disadvantaged.

Job purpose

Programme Developers are part of our Design & Innovation function which uses human-centred design principles to define new possibilities and opportunity to best support children and families to initiate and maintain shared reading habits. Programme Developers play a key part in understanding what the needs, motivations and aspirations are for our target audience. They translate this insight into multiple concepts and opportunities to test, developing new and innovative ways to inspire, motivate and support children and families to read together.

In this role, you will scope, design and test new concepts, ideas, products and services to help children and families discover the magic and power of sharing stories together. You may also work on improvements to existing approaches and offers, in collaboration with colleagues and partners. Additionally, you will work with teams across BookTrust to drive forwards the implementation of changes and new developments.

The successful candidate will have the ability to creatively bring to life new design ideas in ways that helps visualise possibility for both our target audience and key stakeholders. Written or visual concepts, storyboards, service blueprints or wireframes may be some of the tools and approaches you may have familiarity with in order to articulate and test transformational ideas. The way we best support families is evolving and so Programme Developers need to be confident generating ideas that span a spectrum of possibilities from designing delighting face-to-face gifting moments, to imagining creative experience and events, through to scoping new ongoing ways to spark digital conversation.

You will be confident with user testing practices and facilitating qualitative conversations and co-creation workshops. You will lead the planning, management and execution of prototype testing and pilots, seeing the work through to the point where it could be rolled out at scale, planning and implementing that process.

We are looking for people who enjoy coming up with innovative solutions that are implementable on the ground. You understand the importance of working with internal and external stakeholders to gain insight and are comfortable reviewing data to inform your ideas. You will be comfortable with change, and happy taking some risks and trying new things – even if not everyone agrees with them! You will enjoy getting out and about, working closely with the regional team and listening to what partners say. And you will be an excellent communicator – explaining your ideas as you consult widely and getting buy-in, leading to decisions about changes to BookTrust's work.

Of course, you will not be working alone. You will be part of a flexible team, and also working with colleagues across the organization to help design a deliverable offer that comprises a coherent reading journey for children and families. You will have the benefit of specialist expertise within the organization in digital, marketing, children's books, and logistics. You will be comfortable with the idea of a multi-disciplinary working towards a single set of objectives and have some experience of project managing a team through a design & development process.

This post holder will report to: Reporting to: Senior Programme Developer or Head of Design and Innovation. Depending on the field of applicants we may make more than one appointment to this role.

This post holder will manage: No line management responsibilities

Key responsibilities

- 1. Design and development of new ideas, concepts, products and services**
- 2. Programme and project management and delivery**
- 3. Embracing and embedding an Innovative working approach**
- 4. Carry out all duties in line with BookTrust policies and procedures and be prepared to undertake additional reasonable duties as required.**

PERSON SPECIFICATION

Design and develop work to support children and families to develop a reading habit, including:

- **Defining new opportunities and problems-to-solve** – Landscape analysis and horizon-scanning to identify potential development and innovation opportunities using a range of research evidence, market insight and internal data;
- **Turning human insight into possibility** - Engaging with external partners, organisations, experts and service users to ensure our work is supported and developed through a deep, empathetic understanding of the needs and motivations of the children and families we aim to support, families, and the core issues that affect sharing books and stories at home;
- **Idea generation, development and testing** - Carrying out co-design and co-production activity to generate, prototype and test a range of ideas – from new resources to support our existing workforce, to potential new tailored programmes to engage families who are not yet engaged with reading-related activities with their children;
- **Delivering strategic impact** - Supporting the Senior Programme Developers and Head of department to transform our portfolio of offers and interventions to best support and deliver against our strategic objectives.
- **Engaging storytelling** - Capturing and communicating learning and insights from development projects to build BookTrust's insight into what works to support families and improve our ability to deliver initiatives that are implementable, and result in fun reading experiences

Programme and project management and delivery

Running development projects from set-up through to lessons-learned, including:

- **Project planning**, including managing cross-organisational project plans for development projects, setting milestones with internal teams that reflect different phases of the design process, and connecting to relevant production and procurement timelines;
- Preparing options papers, analysis and recommendations at key points in development projects to keep key decision-makers informed about project progress. **Working within BookTrust's programme delivery framework** to inform, engage, align and enable swift decision-making at critical points in projects;
- Working closely with the BookTrust research team to ensure activities are underpinned by **robust and proportionate monitoring and evaluation** planning to ensure we continually learn as well as improve;
- Ensuring ongoing programme deployment reaches targets and delivers impact by providing clear aim, objectives and programme experience expectations to Operations, Regional Teams, Marketing, Digital etc. and partnering with the Research and Impact Team to design and execute robust evaluation and learnings of programme impact post-deployment that generates actionable insights and design improvements that can be fed back into the programme development process.
- Monitoring and reporting on the development budget expenditure;

Embracing and embedding an innovative working approach

As a key member of the Programme Design and Innovation Team you will be expected to be:

- **Creative** – proposing meaningful design and co-creation process and approaches that generate meaningful programme interventions for those beneficiaries who need most support and working with the wider team to develop the plan;
- **Curious** – with a thirst for seeking out ways to learn, bring outside thinking, trends and perspectives to challenge and improve programme design and innovation constantly;
- **Courageous** – confidently creating prototypes to use as stimulus to spark conversation, with a willingness to risk trying and testing different ways of working and embracing positive learning from failure;

- **Collaborative** – recognizing the importance of establishing strong, effective relationships across BookTrust and externally with partners, always seeking to ensure early, relevant engagement for the benefit of the best programme design.

CRITERIA	E or D
Knowledge	
a. Knowledge of design and development frameworks, tools and approaches	E
b. Human centred design thinking principles	E
c. Tools & Software to visualise and bring concept ideas to life	E
d. Government structures and frameworks to support children and families	D
Experience	
a. Collaborating across multifunctional and specialist teams to deliver impact	E
b. Project management experience leading idea generation and development	E
c. Designing new products and services with and for children and families	D
d. Working in large commercial and/or private sector organisations	D
Skills and Attributes	
a. Ability to embrace change and work with ambiguity	E
b. Takes accountability and ownership for delivery against personal objectives	E
c. Creative problem analysis and definition	E
d. Strong storytelling and visual presentation skills	E
e. Proactive in managing risk and overcoming barriers to deliver	E
Qualifications	
a. Good general education to at least A level	E
b. Degree level or equivalent professional qualification	D

E = essential criteria

D = desirable criteria

Terms and Conditions

- Salary: Starting at £32,000 – £34,000
- 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 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.