



January 2018

Dear Applicant

Post of Director - Fair by Design Change Programme

Thank you for your interest in the post of Director - Fair by Design Change Programme with the Barrow Cadbury Trust. Please find attached the job description and person specification for this post.

The Barrow Cadbury Trust is an independent charitable foundation seeking a just and peaceful society which recognizes the equal value of all people. Largely working in partnerships with others, we use all our resources – our grants, our people and our name - to bring about structural change, thus increasing social justice and equality.

We are about to launch the Change Programme attached to Fair by Design, which aspires to eliminate the poverty premium within 10 years. Please see the page of Background Information enclosed in the pack for more information.

This is a fixed term contract for 3 years from April 2018 (with the possibility of renewal). The salary is £60,000-£63,000 p.a. The Trust offers a contributory pension scheme.

Any offer of employment will be made subject to references, confirmation of the right to work in the UK (see the information below relating to complying with the preventing illegal working legislation) and the satisfactory completion of a probationary period.

Before you apply please have a look at our website and view our short animation about our values and the way we work (www.barrowcadbury.org.uk).

If you would like to apply for this position, please send us your CV and a covering letter setting out your skills and suitability for the post (no more than 3 sides of A4) to Maddy Rooke-Ley at m.rooke-ley@barrowcadbury.org.uk by 5pm on Tuesday 30 January 2018.

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Interviews for short listed candidates will be held on **Tuesday 13 February 2018** at our offices at Kean House, 6 Kean Street, London, WC2B 4AS.

We look forward to receiving your application.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sara Llewellyn', with a horizontal line extending to the right.

Sara Llewellyn
Chief Executive

Enc – Job description, Background Information, complying with preventing illegal working legislation and Equal Opportunities Monitoring Form attached below.

BARROW CADBURY TRUST

DIRECTOR - FAIR BY DESIGN CHANGE PROGRAMME

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title:	Director - Fair by Design Change Programme
Purpose of the role:	To eliminate the poverty premium within 10 years
Governed by:	The Barrow Cadbury Trust Board with input from the Fair by Design Advisory Board
Reports to:	Chief Executive, Barrow Cadbury Trust
Direct reports:	Tbc but likely x2 public affairs, policy + research managers
Starting salary:	£60,000 pa full time + contributory pension
Contract:	Fixed term contract for 3 years from April 2018 (with the possibility of renewal).
Location:	Barrow Cadbury Trust offices, central London

Responsibilities:

1. To work with a wide range of partners and stakeholders (from charities and advocacy organisations, to corporates, regulators, governments and media) to end the poverty premium in the UK.
2. To design, deliver, promote and manage the Fair by Design Change Programme – starting by refreshing the ‘theory of change’ and stakeholder mapping.
3. To put people with lived experience of poverty (low-income consumers) at the heart of the work – seeing them as active partners in achieving change.
4. To build on and develop new contacts with audiences and stakeholders across the UK who already work on aspects of the poverty premium or are potential allies.
5. To continue to develop better ways of understanding, measuring and addressing the poverty premium, including through corporate engagement and public campaigning.
6. To collaborate with the Fair by Design Venture Fund (an early-stage investment fund managed by Ascension Ventures) to:
 - learn from the practical experience of ventures invested in this programme;
 - use these findings to inform, influence and inspire change – e.g. regulatory change across markets where the poverty premium exists;
 - make the case and grow the pressure for change, including among low income consumers and the wider public;
 - identify areas where further research or policy development is required;
 - ensure a two-way flow of learning, intelligence and contacts.
7. To secure, manage and co-ordinate the additional resources required to deliver the Fair by Design Change Programme and goals, including:

- recruitment and management of a small staff team in the areas of policy, public affairs, advocacy and research;
 - continued fundraising for the Change Programme beyond a three year initial period;
 - building coalitions and alliances;
 - managing the budget of the programme and other assets (e.g. data).
8. To put in place appropriate monitoring and evaluation systems for the programme (liaising with Venture Fund as appropriate), using data to learn and improve.
 9. To maintain and develop good relationships with existing and new funders and provide progress reports as required.
 10. To prepare papers, including board papers, policy papers, speaking notes and other materials that support the communications and influencing strategy of the programme.
 11. To identify, frame and communicate key narrative messages in relation to the Change Programme's work, liaising with colleagues at the Barrow Cadbury Trust (and other partners where appropriate) on the development and delivery of press and media relations.
 12. To ensure that the relationship between the Barrow Cadbury Trust and the Fair by Design Programme is effective and efficient, and sufficiently aligned with the strategy and ethos of the Barrow Cadbury Trust.
 13. To work collaboratively with other Barrow Cadbury Trust staff already working on economic justice issues.

Person specification

Essential

Values

1. A clear commitment to reducing UK poverty through ending the poverty premium.
2. A commitment to working with people with lived experience of poverty.
3. Open-minded and collaborative. Shares information, and seeks guidance as needed.
4. Demonstrable commitment to the promotion of social justice and equality, and willingness to work within a Quaker-derived social justice value base environment.

Expertise

5. Working understanding of UK poverty issues.
6. Significant working experience of at least one of: corporate engagement; policy change; or public affairs, advocacy and campaigning.
7. Strategic development and management expertise (people, projects, programmes).
8. Experience of the process of bringing about policy and regulatory change in UK.
9. Experience of contract management and stakeholder relationship management.

Capability

10. Strong influencer.
11. Strategic and creative thinker, able to generate or harness potential solutions.
12. Strong research and writing skills, confident in appraising data, analysis and ideas.
13. Able to communicate clearly and effectively to internal & external audiences including promotional work and public speaking.
14. Experience of press/media relations and the appropriate use of social media and other platforms.
15. IT skills and the ability to maintain a professional level of presentation.
16. Budget/fund management and budget planning skills.
17. Commitment to collaborative working and the flexibility to travel mainly within the UK.

Desirable

18. Some understanding of early stage and growth venture development and the investment and finance world.
19. Understanding of making markets fairer.

BARROW CADBURY TRUST

DIRECTOR - FAIR BY DESIGN CHANGE PROGRAMME

Background Information

The poverty premium is the term for people in poverty paying more for equivalent goods and services than those with higher incomes. Fair by Design (FBD) is a programme designed with the mission of ending the poverty premium within 10 years. It's a bold ambition. It was conceived by the Joseph Rowntree Foundation (JRF) and Big Society Capital (BSC) working in partnership, and operates in collaboration with a range of partners including Barrow Cadbury Trust.

FBD is split into two strands that tackle the issue from different perspectives and together we hope will achieve the mission: Change Programme (CP) and Venture Fund (VF).

Barrow Cadbury Trust is leading and managing the FBD Change Programme, although in time consideration may be given to creating an independent entity. Additional grant funding has already been committed by Comic Relief, Big Lottery Fund and [tbc 13/12/17] Joseph Rowntree Foundation.

For the Change Programme to succeed, we believe a strong leader is critical, ideally supported by 1-2 managers and insightful research that helps the team better understand the problem and potential solutions.

To be successful, the Change Programme is likely to involve:

- working with government departments and regulators to ensure policy and regulation adequately protect low-income consumers from paying a premium;
- working with corporates in key target sectors to understand their products and business models, and work with them to develop and roll-out products and services that are designed for low-income consumers (even if also a wider consumer base); and
- galvanising public support (including among low income consumers) for these changes through advocacy and campaigning, and showing what's possible.

An initial 'theory of change' was developed in 2016 but the time is ripe to refresh this.

The Change Programme will operate separately from but collaborate closely with the Venture Fund. This was launched in November 2017. Big Society Capital, Joseph Rowntree Foundation and Nominet Trust have put £9m into the fund (target £15m to £20m over 10 years). The fund will invest into early stage start-ups that reduce the poverty premium. It will also support later funding rounds, providing a coherent source of funding for these enterprises. Running alongside the Fund, the Change Programme will primarily be a grant funded influencing vehicle. We believe that growing successful innovative challenger businesses will help the FBD Change Programme to influence regulators and corporates by providing working examples of what is possible.

A Steering Group provides overarching direction for both the Venture Fund and Change Programme. Foundations have been laid for working with people with experience of poverty and the poverty premium. The VF is now up and running and the critical next step is to find a highly-motivated, experienced and strategic individual to lead the exciting and ambitious change programme.

FAIR BY DESIGN CHANGE PROGRAMME DIRECTOR

Q and As

Barrow Cadbury Trust is an independent, endowed, charitable foundation and it's the largest of the several dozen Cadbury family foundations. Building on its Quaker roots, it seeks long term solutions by looking at root causes of inequality.

We are recruiting a Director for the Fair by Design Change Programme.

Tell us more about Barrow Cadbury Trust

The problems we address at [Barrow Cadbury Trust](#) are complex so we often work in partnership and collaboration; with grant-holders, other trusts and foundations, and local and national government, to identify solutions. We focus on a small number of distinct policy areas and try to influence them by building an evidence base, advocating for change and ensuring the voices of people affected by social injustices are heard in the debate.

Why is the Trust interested in Fair by Design?

Like many charitable trusts, the Barrow Cadbury Trust has traditionally used its endowment to invest in mainstream investments, albeit with an ethical filter, and has used the income generated to fund our programme of work. In 2010, the trustees decided to use part of the endowment to further the aims of the Trust through investments in charities and social enterprises, aiming to achieve both a social and a financial return with the funds.

A cluster of our social investments are tackling the poverty premium so we were keen to join forces with the Joseph Rowntree Foundation and Big Society Capital when they developed the idea of a fund specifically to tackle the poverty premium. The Fair By Design founders have established a £9m fund for direct investment. However, the Steering Group of Fair by Design recognises that merely investing in social enterprises is unlikely on its own to change regulatory frameworks, policy, public opinion or corporate behaviour. So we decided to run an influencing programme – the Change Programme – alongside the Fund.

Tell us about the Change Programme

The Change Programme will work to eradicate the poverty premium within ten years by assisting corporate players to improve products and by influencing stakeholders such as regulators, policy makers and the public. It could also commissions research where needs are identified and budget is available.

What role are you currently recruiting for and what does it involve?

We are seeking the key postholder to develop and direct the programme. He or she will recruit a small team, refresh the theory of change and work to both the Barrow Cadbury Trust board and the Fair by Design Advisory Group.

What kind of people are you looking for?

The Trust is looking for a senior professional and experienced strategic manager who is used to an outward-facing promotional role. They will have a very good grasp of the poverty policy 'landscape' and familiarity with social sector players as well as having experience of managing budgets or funds, alongside an excellent policy/influencing track record. Excellent interpersonal and development skills will be needed, alongside a personal commitment to the promotion of social justice and equality.

Why would someone want to work for Barrow Cadbury Trust?

This is an exciting opportunity to tackle something which is both very tangible and complex at the same time. The Director of this programme will have a lot of autonomy and the opportunity to influence at both the highest and the most practical levels. The Trust is recognised for its thoughtful approach, its partnership working and the quality of what it does. Joining the Trust brings both responsibility and opportunity, particularly as we develop and deliver this new programme of work.

Sum up what it's like to work for Barrow Cadbury Trust

We are a close-knit and highly motivated team, bringing a diversity of skills and experience to our social justice work. Joining the Trust means that you will be joining an organisation which has a depth of expertise, a breadth of connection, a supportive and reflective learning ethos, a skilled and experienced governing body, senior management team and wider staff group.

Equal Opportunities Monitoring Information

The completion of this form is voluntary. It contains sensitive data and the form will only be used to produce an anonymous statistical summary of the candidates who apply and are interviewed. Your form will not be viewed by the shortlisting/interview panel.

POST APPLIED FOR:

1) Gender:

Male/Female/Transgender/Other_____ (circle as appropriate)

2) Sexual Orientation:

Heterosexual/lesbian/gay/bisexual/prefer not to say (etc/delete as not applicable)

3) Age: Please tick as applicable

In years:	18-30	31-40	41-50	51+
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4) Disability:

Do you consider yourself to be a Disabled person?

Yes/no/prefer not to say (delete as not applicable)

If yes, please indicate by marking "X" in the appropriate box below. Mark all that apply.

A	Hearing impairment	
B	Visual impairment	

C	Speech impairment	
D	Physical impairment	
E	Facial disfigurement	
F	Learning difficulties (e.g. dyslexic)	
G	Mental ill health	
H	Progressive condition	
I	Neurodiversity	
J	Other (please specify below)	

5) Ethnicity: Please state what ethnic group you would describe yourself as belonging to:

6) Religious belief/Faith

Do you consider yourself to have a religion? Yes/No/prefer not to say (delete as not applicable). If yes, please say below what you consider yourself to be:

7) Where did you see the advertisement for this post?

Complying with Preventing Illegal Working Legislation

Lists of acceptable documents for right to work checks

The documents that are considered acceptable for demonstrating right to work in the UK are set out in two lists – **List A** and **List B**. These are shown in Tables 4 and 5 below.

List A contains the range of documents which may be accepted for checking purposes for a person who has a permanent right to work in the UK. If the prescribed right to work checks are followed it will establish a **continuous statutory excuse** for the duration of that person's employment with you. You do not have to conduct any further checks.

List B contains the range of documents which may be accepted for checking purposes for a person who has a temporary right to work in the UK. If the prescribed right to work checks are followed, it will establish a **time-limited statutory excuse** and require a follow-up check as set out below. You will be required to conduct a follow-up check in order to retain your statutory excuse.

List A – Acceptable documents to establish a continuous statutory excuse

List A

1. A passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK.
2. A passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
3. A Registration Certificate or Document Certifying Permanent Residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
4. A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
5. A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
6. A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
7. A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK, **together with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
8. A **full** birth or adoption certificate issued in the UK which includes the name(s) of at least one of the holder's parents or adoptive parents, **together with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
9. A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland, **together with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
10. A certificate of registration or naturalisation as a British citizen, **together with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

List B – Acceptable documents to establish a statutory excuse for a limited period of time

List B

Group 1 – Documents where a time-limited statutory excuse lasts until the expiry date of leave

1. A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to do the type of work in question.
2. A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to do the work in question.
3. A current Residence Card (including an Accession Residence Card or a Derivative Residence Card) issued by the Home Office to a non-European Economic Area national who is a family member of a national of a European Economic Area country or Switzerland or who has a derivative right of residence.
4. A current Immigration Status Document containing a photograph issued by the Home Office to the holder with a valid endorsement indicating that the named person may stay in the UK, and is allowed to do the type of work in question, together with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

Group 2 – Documents where a time-limited statutory excuse lasts for 6 months

1. A Certificate of Application issued by the Home Office under regulation 17(3) or 18A(2) of the Immigration (European Economic Area) Regulations 2006 to a family member of a national of a European Economic Area country or Switzerland stating that the holder is permitted to take employment which is less than 6 months old together with a **Positive Verification Notice**¹ from the Home Office Employer Checking Service.
2. An Application Registration Card issued by the Home Office stating that the holder is permitted to take the employment in question, together with a Positive Verification Notice from the Home Office Employer Checking Service.
3. A Positive Verification Notice issued by the Home Office Employer Checking Service to the employer or prospective employer which indicates that the named person may stay in the UK and is permitted to do the work in question.

Documents that are not acceptable for proving Right to Work

The following documents are not usually acceptable for proving a person has the right to work in the UK and will **not** provide you with a statutory excuse against payment of a civil penalty:

- A Home Office Standard Acknowledgement Letter or Immigration Service Letter (IS96W) which states that an asylum seeker can work in the UK. If you are presented with these documents then you should advise the applicant to call us on **0151 237 6375** for information about how they can apply for an Application Registration Card
- A National Insurance number on its own in any format
- A driving licence issued by the Driver and Vehicle Licensing Agency
- A bill issued by a financial institution or a utility company

¹ A 'Positive Verification Notice' is official correspondence from the Home Office Employer Checking Service which confirms that a named person has permission to undertake the work in question.

- A passport describing the holder as a British Dependent Territories Citizen which states that the holder has a connection with Gibraltar
- A short (abbreviated) birth certificate issued in the UK which does not have details of at least one of the holder's parents
- A licence provided by the Security Industry Authority
- A document check by the Criminal Records Bureau
- A card or certificate issued by the Inland Revenue under the Construction Industry Scheme

If you would like further information or advice on complying with the law on preventing illegal working you should contact the Border Agency's Sponsorship, Employer and Education Helpline on 0300 123 4699.

The helpline is open Monday to Friday, between 9am and 5pm, except on Bank Holidays.

