



January 2018

Dear Applicant

### **Post of Fair by Design Campaign Manager**

Thank you for your interest in the post of Fair by Design Campaign Manager 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 recognises 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 Fair By Design Campaign, 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 scale is £40,000-£44,000 p.a. The Trust offers a contributory pension scheme.

Any offer of employment will be made subject to satisfactory 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](http://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](mailto:m.rooke-ley@barrowcadbury.org.uk) by **1pm on Wednesday 14 February 2018**.

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Interviews for short listed candidates will be held on **Monday 26 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

### FAIR BY DESIGN CAMPAIGN MANAGER

#### JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title:</b>	Fair by Design Campaign Manager
<b>Purpose of the role:</b>	To eliminate the poverty premium within 10 years
<b>Governed by:</b>	The Barrow Cadbury Trust Board with input from the Fair by Design Steering Group and Advisory Group
<b>Reports to:</b>	Fair By Design Campaign Director
<b>Direct reports:</b>	None at present
<b>Starting salary:</b>	£40,000-£44,000 (scale) pa full time + contributory pension
<b>Contract:</b>	Fixed term contract for 3 years from April 2018 (with the possibility of renewal).
<b>Location:</b>	Barrow Cadbury Trust offices, central London

#### Responsibilities:

1. To assist the Fair by Design Campaign Director to run the Fair by Design Campaign to end the poverty premium within 10 years, in close collaboration with the Fair By Design Venture Fund.
2. To develop and maintain partnerships with key anti poverty premium stakeholders including voluntary and statutory bodies, regulators, think tanks, academic institutions, corporate sector providers of goods and services which carry a poverty premium and people with personal experience of poverty and the poverty premium.
3. In consultation with the Fair by Design Campaign Director, to commission and manage poverty premium related research or other pieces of related work.
4. To service the Advisory Group to the Campaign and ensure its work is informed by people with experience of poverty and the poverty premium.
5. To act as a focal point for dissemination of information and response to enquiries about the Campaign's work.
6. To provide policy advice and communications support, including through social media, to support the Campaign and ensure this is coherent with the values and communications of the Barrow Cadbury Trust.
7. To gather intelligence and oversee the publication of research findings and policy proposals under the guidance of the Fair by Design Director.
8. To draft papers including policy proposals, speaking notes, and papers for the Barrow Cadbury Trust board, Fair by Design Steering Group and Campaign Advisory Group.



9. To ensure that relevant trustees and staff are kept informed of developments.
10. To contribute through strategic communication work to raising the profile of the poverty premium in the media and with the general public.
11. To work flexibly as a team player alongside other Barrow Cadbury Trust staff and take on a share of reasonable tasks over and above those set out above.

## **Person specification**

### **Essential**

#### **Values**

1. Demonstrable commitment to the promotion of social justice and a willingness to work within a Quaker social justice values base.
2. Commitment to putting equality at the heart of the Campaign and experience of proactively working to reduce inequalities.
3. Commitment to working with people with lived experience of poverty and the poverty premium.
4. Commitment to collaborative working and the flexibility to contribute to reasonable and other tasks on the Trust's behalf.

#### **Expertise**

- 4 A good level of knowledge of poverty issues in the UK and the poverty premium in particular.
- 5 Experience of impactful campaigning activities in one or more civil society organisations or coalitions.
- 6 Experience of commissioning or undertaking research.
- 7 Experience of press and media relations.

#### **Capability**

- 8 Ability to organise meetings, seminars, learning events, public events and consultations.
- 9 Research and writing skills with the ability to communicate clearly and effectively to internal and external audiences.
- 10 IT skills and the ability to update websites and maintain a high level of presentation and visibility.

#### **Desirable**

- 11 Some understanding of the social investing landscape.
- 12 Experience of change management within the corporate sector.
- 13 Experience of bringing about policy and/or regulatory change in the UK.



## **BARROW CADBURY TRUST**

### **FAIR BY DESIGN CAMPAIGN MANAGER**

#### **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: The Venture Fund and the Fair by Design Campaign (FBDC). The Venture Fund will invest directly in social sector organisations tackling the poverty premium while the Campaign (starting in April 2018) will encourage the eradication of the premium by working with corporate providers, policy makers, regulators and in public debate.

Barrow Cadbury Trust is leading and managing the FBD Campaign, 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 the Joseph Rowntree Foundation.

For the Fair by Design Campaign to succeed, we believe a small strong team is critical, ideally supported by 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.

The Fair by Design Campaign 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 social sector organisations 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 Fair by Design Campaign will primarily be a grant funded influencing vehicle. We believe that growing successful innovative challenger businesses will help the Fair by Design Campaign 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 Fair by Design Campaign. Foundations have been laid for working with people with experience of poverty and the poverty premium. The Venture Fund is now up and running. The Campaign Director will be appointed in mid February and now we need to recruit a Campaign Manager to add further policy and campaigning capacity.





# FAIR BY DESIGN CAMPAIGN MANAGER

## 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 Manager for the Fair by Design Campaign*

### **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 Fair by Design Campaign – alongside the Venture 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 a second postholder to support the campaign Director to develop the work. Key areas will be policy, research and strategic communications as well as developing mechanisms for involving people with personal experience of poverty and the poverty premium.

### **What kind of people are you looking for?**

The Trust is looking for an up and coming strategic change maker. They will have a good grasp of the poverty policy 'landscape' and familiarity with social sector players as well as having hands on experience of policy/influencing. Excellent interpersonal, communications and campaigning 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 Manager of this campaign will have a fair amount of autonomy and the opportunity to help create 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 (etcdelete 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.

<b>List A – Acceptable documents to establish a continuous statutory excuse</b>
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#### 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.



<b>List B – Acceptable documents to establish a statutory excuse for a limited period of time</b>
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**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**<sup>1</sup> 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

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<sup>1</sup> 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.**

