



**FAIR BY DESIGN**  
Ending the extra costs of being poor

## DIRECTOR: FAIR BY DESIGN

### JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title:</b>	Director - Fair by Design (FBD)
<b>Purpose of the role:</b>	To eliminate the poverty premium To lead the strategy, planning and delivery of the FBD programme.
<b>Governed by:</b>	The Barrow Cadbury Trust Board with advisory input from the Fair By Design Steering Group
<b>Reports to:</b>	Director of Programmes, Barrow Cadbury Trust
<b>Direct reports:</b>	Head of External Affairs, Head of Policy, Programme and Policy Officer
<b>Salary:</b>	£76,161 – £88,583 pa full time + up to 10% contributory pension
<b>Contract:</b>	Fixed term contract of 3 years (with the possibility of renewal).
<b>Location:</b>	Hybrid with expectation of at least 2 days a week office/field-based.  Barrow Cadbury Trust office is in Vauxhall, London.

### Introduction

People in poverty pay more for essentials such as energy, insurance credit, and even how they pay for things. This is known as the poverty premium. Fair By Design (FBD) is a highly successful influencing programme dedicated to ending the extra costs of being poor. FBD is run by the Barrow Cadbury Trust. It is an influencing, not a grants programme.

We are looking for a talented individual with an outstanding track record of successfully delivering impactful change. Using your skills and experience you will help us to achieve our mission of eliminating the poverty premium by ensuring all of our work is persuasive and impactful and that our messages are heard by those in power.

## Responsibilities

1. Lead the strategy, planning and delivery of the FBD programme.
2. Ensure FBD maintains and enhances its position as a credible voice on financial inclusion and the poverty premium focussing especially on engaging parliamentarians, civil servants, regulators, social policy influencers such as think tanks and businesses/trade bodies.
3. Represent Fair By Design at high level stakeholder meetings, events and networks including to the media.
4. Ensure FBD creates compelling policy/campaign narratives – articulating clear arguments supported by convincing evidence to create impact.
5. Ensure FBD communications/media work/events are persuasive and have impact with those we seek to influence.
6. Ensure FBD works in partnership with external stakeholders to help achieve joint objectives.
7. Line manage the Head of External Affairs, Head of Policy, and Programme and Projects Officer.
8. Uphold and promote the voice of people with lived experience of poverty in our policy and practice work.
9. Lead FBD's fundraising, maintaining excellent relationships with existing funders and developing new relationships that result in new funding streams.
10. Respond to increasing international interest in FBD, while maintaining focus on the UK sphere.
11. Management of the FBD budget.
12. Contribute to governance activities including the drafting of papers for the Barrow Cadbury Trust Board and FBD Steering Group.
13. Ensure that the integration of the Fair By Design team within the Barrow Cadbury Trust is fulsome, explicit and values aligned.
14. Undertake such other duties as may be reasonably required.

## Person specification

### Skills, Knowledge and Experience

1. Initiative – you must be a self-starter who can lead FBD's programme of work with appropriate guidance.
2. Progressively responsible experience in a relevant position(s) or sector, including a demonstrable record of achieving impactful change.
3. Outstanding interpersonal and communication skills, experienced in communicating and building credible influential relationships that have resulted in change. This must

include working with Government Ministers, Chief Executives, Senior Civil Servants and Board level professionals.

4. Leadership experience – extensive experience in managing people and leading programmes of work.
5. Significant experience of working in, and understanding of, regulated essential services markets such as financial services and energy.
6. Experience of leading the creation of complex research and evidence gathering programmes, which has resulted in change.
7. Experience in creating compelling policy/campaign narratives – articulating clear arguments supported by convincing evidence which has resulted in change.
8. Significant experience of working in, and understanding of, the political and parliamentary process, which has resulted in change.
9. Demonstrable experience of the ability to prioritise, oversee and manage a number of complex work areas simultaneously and independently, working to agreed timelines.
10. Ability to produce/oversee written and visual work of a high quality which communicates complex information and ideas in clear ways.
11. Willingness to work within a Quaker derived social justice value base.
12. Ability to ensure that the views, experiences and voices of people with personal experience of poverty and the poverty premium place a central role in our work.
13. An understanding of and evidenced commitment to diversity, equity and inclusion, especially as they relate to our work.
14. Ability to work flexibly as a team player and carry out any other duties that may reasonably be required.

### **Desirable**

Experience of representing consumers within regulated essential services markets.