



helps children
communicate



Chief Executive
Officer



Starfish

Welcome

Dear Applicant,

Thank you very much for your interest in becoming our next Chief Executive at I CAN.

We are the UK's leading children's communication charity. With our Three Year Plan 2020-2023 now firmly underway, we have already embarked on an exciting new digital strategy; we are retaining our strong focus on investing in our influencing work using our Bercow: 10 Years On review as our key influencing platform. And we are continuing to grow our profile and impact. Our schools are consistently recognised as Ofsted 'Outstanding'. We are also continuing to grow our speech, language and educational advisory work and have been focused on delivering a range of workforce development and parent support programmes.

Our 2020 impact report shows that we supported an incredible 84,435 children and young people in 2019-2020 alone. But I CAN cannot afford to stand still. We are ambitious to grow and to support even more children and families through even broader reach and influence.

Our current Chief Executive will be retiring in 2021. We are looking for a successor who can extend his legacy, build on the excellent foundations already in place and work with the Board to shape the next exciting era for our charity. I CAN is an exceptionally well-regarded organisation where it is known. But many still are not aware of the work we do and the lives we change. At this stage of our development, we are particularly interested in broadening and deepening our reach into new stakeholder and supporter communities.

This is a significant and high-profile leadership role. We require a contemporary, positive and visionary leader with an inspiring and engaging style. You will have a strong external focus and may have worked in marketing and communications, development or external affairs. Wherever you are now, you will be as accomplished at putting organisations firmly on the map as you are at inspiring teams to give their best. With a mature style, you will also be capable of overseeing the financial management of our organisation and will bring a keen eye for detail in this regard.

This pack tells you much more about who we are, why we exist and our journey so far. We are passionate about improving the life chances of children with SLCN and are offering a fantastic opportunity for someone who shares our vision to join us and create lasting impact.

Find out more at <https://www.ican.org.uk/about-us/> and <https://www.ican.org.uk/trustees/>

If you believe you might have what we are looking for then we very much look forward to hearing from you.

Roy Blatchford CBE
Chair, Board of Trustees

Who we are and why we exist

I CAN is the leading children's communication charity in the United Kingdom. We were originally formed in 1888. Our mission is that no child should be left out or be left behind because of a difficulty speaking or understanding. Our vision is a world where all children have the communication skills they need to fulfil their potential. Our values are to be Impactful, Collaborative, Aspirational and we ensure No Voice is Unheard.

"I find thinking about the right words difficult...I talk really fast sometimes, and I have other things with my speech like I miss saying words a lot." Carlton, aged 10

Communication is the fundamental life skill. Yet over 1.4 million children and young people in the UK have speech, language and communication needs (SLCN). SLCN encompasses a diverse range of needs, but it may mean that a child has difficulty with:

- using words and sentences correctly
- speaking clearly
- understanding words that are being used, or the instructions they hear, and
- knowing how to talk to and listen to others in a conversation.

Some children have delayed language, meaning they don't meet the developmental milestones for their age but can catch up with the right support. This can be as high as 50% of children in some areas of disadvantage. Other children have long-term difficulties with understanding and communicating. This can be associated with another condition such as autism, learning difficulties or hearing loss, or an isolated condition called Developmental Language Disorder (DLD). DLD alone affects 7.6% of children, or 1 million children across the UK.

Without adequate support, having SLCN affects children's:

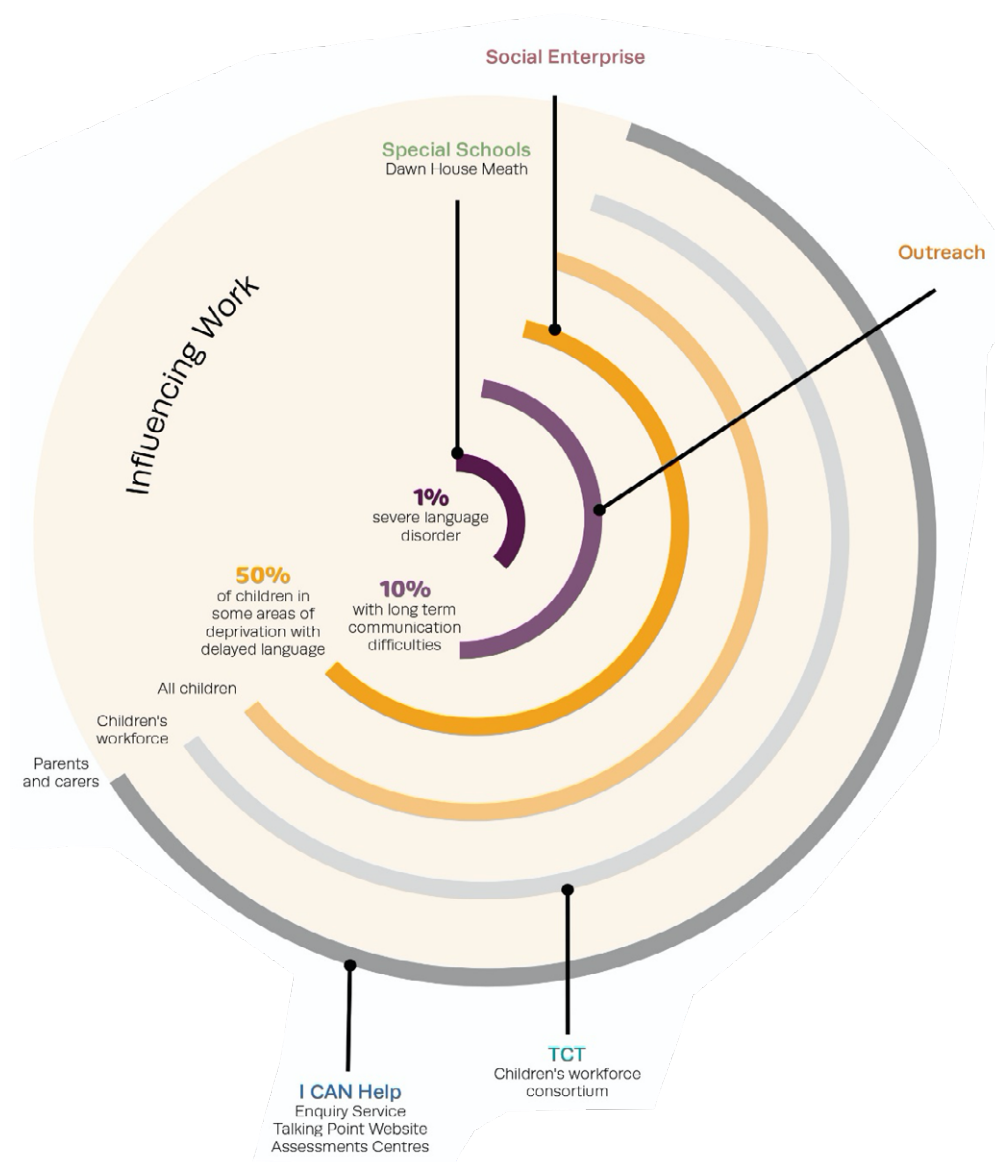
- educational outcomes
- ability to form relationships with others
- health and wellbeing, and
- future independence and employability.



Who we are and why we exist

I CAN exists to change the outcomes for these children by:

- running two residential special schools for children and young people with severe and complex communication needs
- creating and distributing intervention programmes to support children with delayed language
- supporting parents by giving them access to online resources through the Talking Point website and a free telephone enquiry service with a Speech and Language Therapist
- working with the 36 member organisations of the Communication Consortium to ensure that the issues that impact children and young people are heard
- working in local areas across the UK to train members of the children's workforce, raise public awareness and improve services for children and young people with SLCN, and
- influencing government and policymakers to improve the provision available to children and young people with SLCN.



Our 2020-2023 plan

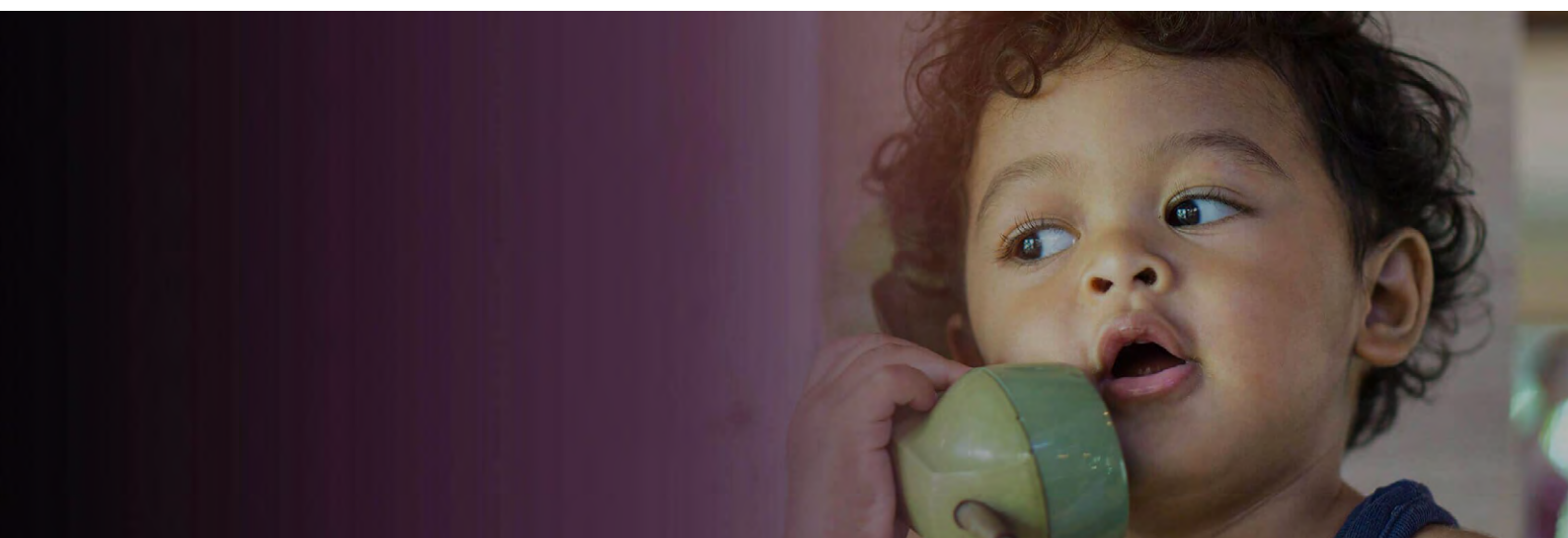
I CAN's two main goals in the current Three Year Plan (2020-2023) are to:

- increase awareness in the education and health sectors that children's speech, language and communication is a fundamental factor in children's development and a key predictor of their life chances:
 - in Year One, establish a baseline of awareness with selected education and health professional groups, and
 - in Years Two and Three publish the results of annual surveys designed to demonstrate their level of increased awareness.
- reach, through our schools, training programmes and our support to parents 250,000 children and young people with communication difficulties not previously reached by I CAN, resulting in 80% (200,000) making good progress in their language development.

Further information

Our general I CAN website	https://www.ican.org.uk/
Our Shop website	https://www.icancharity.org.uk/
The Communication Trust website	https://www.thecommunicationtrust.org.uk/
I CAN's Talking Point website	http://www.talkingpoint.org.uk/
The Bercow Ten Years On website	https://www.bercow10yearson.com/
Meath School website	https://www.meathschool.org.uk/
Dawn House school website	https://www.dawnhouseschool.org.uk/

We are members of The Social Business Trust (SBT), the National Association of Independent Schools and Non-Maintained Schools (NASS) and the National Council of Voluntary Organisations (NCVO) You can read more about these organisations at www.socialbusinesstrust.org, www.nassschools.org.uk and www.ncvo.org.uk.



Building on our achievements

I CAN has seen significant growth and expansion into new services in recent years. This includes:

- Producing the ground-breaking report on the state of the nation's speech, language and communication services – Bercow: Ten Years On in partnership with the Royal College of Speech and Language Therapists. This report played a crucial role in demonstrating the critical importance of children's language development and helped increase Government investment in services.
- Initiating a training programme of over 20 projects per year across the country, directly reaching over 6,000 professionals in the children's workforce and equipping them to support children's language development.
- Expanding the I CAN Talk Boost language interventions to support over 80,000 children every year who were behind in their language development, to catch up to their peers and achieve age-related levels of speech, language and communication.
- Continuous development of I CAN's two residential special schools supporting children and young people with the most severe and complex language needs. Both schools have consistently received outstanding or good Ofsted judgements, and provide high quality care, education, and therapy enabling children to fulfil their potential.
- Providing expert advice and support to thousands of parents of children with language difficulties through I CAN's dedicated Enquiry Line and the launching of a new teletherapy service for families able to provide online speech and language therapy. Over 1.3 million parents and practitioners visit I CAN's Talking Point website each year for information on language development.

2020 Impact Report

We wrote our 2020 impact report at a time when the entire nation was in the midst of the COVID-19 pandemic. The change to our daily lives has, for many of us, been the most profound we have ever experienced. Imagine the impact of this on children and young people – some will have been out of school for a full five months, forming and nurturing friendships have been put on hold. Imagine the further implications for those children who have difficulty communicating.

Our Outcomes Framework has been developed to ensure that we can show that we are not just reaching those that need our help, but we are making a real difference to the lives of the children, families and professionals we support. We are proud that we can show the impact I CAN is having on children's speech, language and communication.

In 2019-20, we directly supported an incredible 84,435 children and young people including:

- 139 pupils with severe communication difficulties who attended our specialist schools, Dawn House and Meath School
- 82,661 children with delayed language who took part in our interventions
- 889 children living in disadvantaged areas who participated in our regional projects
- 482 children from families we advised on our free helpline

But that's not all. Our model means we also reached an estimated 48,180 children indirectly, through teachers and childcare professionals who were trained to recognise and support SLCN by our licensed I CAN trainers.

Building on our achievements

The difference we made in 2019-2020

- 74% of children and young people with language difficulties became more engaged with learning after taking part in our projects.
- 84% of children made good progress in their language after taking part in a Talk Boost programme or attending one of our schools.
- 77% of children with delayed language reached expected levels after taking part in a Talk Boost programme.
- 93% of families changed the way they support their two-year-old's communication after attending our 'Tots Talking' sessions.



Our values

Children and young people's communication needs are at the centre of everything we do. Our values are designed to enable all parts of our organisation to work together to support these needs, and in doing so become the most effective and influential charity we can be.

Our core values are:

Impactful

Delivering real change for those affected by SLCN

We change lives and unlock potential. We act on current research and create new evidence for the sector through innovative programmes and solutions.

Collaborative

Increasing our reach, effectiveness and profile by working together with others

We work in partnership with other organisations, networks and individuals to achieve systemic change that is sustainable and replicable. We are stronger together.

Aspirational

Enabling children, young people, their families and ourselves to thrive

We enable as many children and young people as possible to thrive socially and academically. We are the UK's leading charity in children's communication, and we won't compromise on quality or excellence.

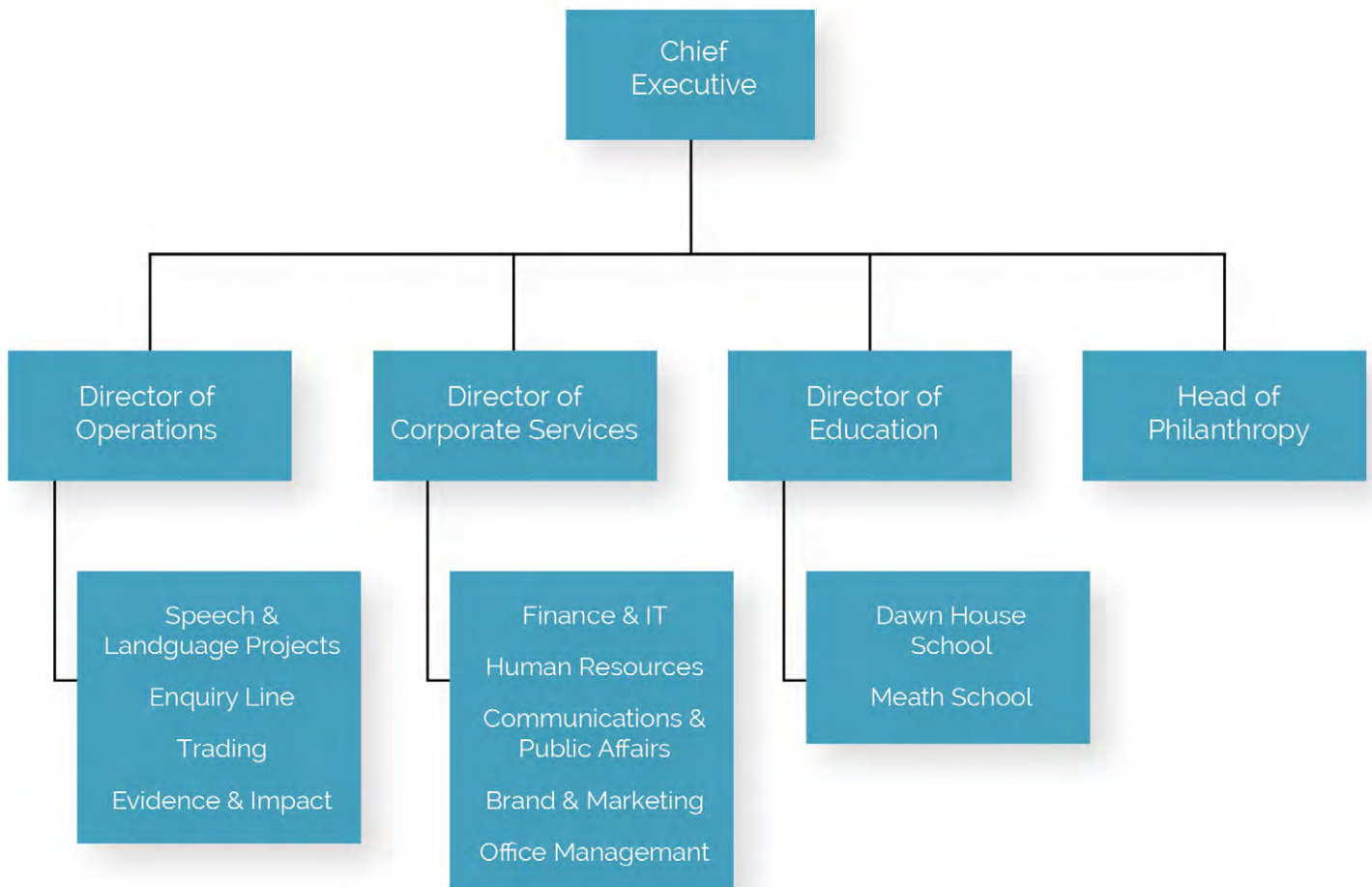
No Voice Unheard

Recognising that everyone has a valuable contribution to make

We empower everyone to have their voice heard: whether children and young people with SLCN, their families or I CAN staff. We are committed to addressing any unlawful or unfair discrimination and value the difference diversity and inclusion can bring to ensuring that no-one left out or left behind.



How we are structured



Role Description

Role title	Chief Executive Officer
Accountable to	Chair of the Board of Trustees of I CAN (currently Roy Blatchford CBE)
Job Purpose	I CAN's Chief Executive is responsible for the overall development, progress and vision of the charity, working with the Chairman and Trustees. Reporting to Trustees, the Chief Executive manages the Director team and is responsible for the effective and efficient use of resources to meet the charity's strategic objectives and promote its wider mission.

Responsibilities

Provide clear leadership direction

- To provide clear leadership, management and direction to the charity.
- To be a public advocate for I CAN and represent the interests of the children and families that we serve.
- To generate opportunities to drive income, mobilise resources and attract the commitment of others to ensure maximum impact and sustainability for the charity.
- Develop a strong Director team and provide motivation and leadership for staff and volunteers.
- To maintain and develop the outstanding status of the two ICAN schools.
- To ensure that all I CAN's work is of high quality and soundly based on evidence.
- Build effective and influential alliances
- To work with I CAN's Director of Fundraising, Appeal Board and others to develop fundraising partnerships with corporate, trusts and foundations and individuals.
- To manage the relationship with the Communication Trust, a collective of 50+ organisations concerned with children's communication, which ICAN hosts.
- Engage with other charities, schools and other organisations individually and collectively to further I CAN's strategic objectives.



Role	Description
Product Manager	Manages the product lifecycle, from ideation to launch and iteration.
UX Designer	Designs user interfaces and experiences, ensuring usability and accessibility.
Frontend Developer	Develops the user interface of the application using HTML, CSS, and JavaScript.
Backend Developer	Develops the server-side logic and database interactions using Python, Django, and PostgreSQL.
QA Tester	Tests the application for bugs and ensures the quality of the user experience.
DevOps Engineer	Manages the deployment and infrastructure of the application, ensuring scalability and reliability.
Marketing Specialist	Develops and executes marketing campaigns to promote the application and attract users.
Customer Support	Provides assistance and support to users, addressing their queries and issues.

Ensure impactful communications

- To oversee a robust communication and social media strategy designed to raise I CAN's profile along with the needs of children who struggle with language.
- To ensure that up-to-date and evidence informed information is available for parents and practitioners through I CAN publications, website and social media channels.
- To develop and use networks within local and national government in order to further the charity's objectives.

Manage the Charity's resources well

- To drive forward income generation strategies.
- To take forward the sustainable development of I CAN social business.
- To oversee efficient resource management including recruitment, relevant staff development, training and performance review.
- To oversee the good stewardship of I CAN's reserves and other assets.
- To ensure the effective identification and management of risk within I CAN.

Support the governance of the charity

- Support I CAN's Chairman to ensure that the Board of Trustees can work together effectively, including in their regular meetings and committees, by producing timely and reports and papers as required by the agenda.
- To work with the Chairman to support the development of agendas and the completion of follow up action
- To ensure that the business planning and reporting cycle allows the Trustees to be actively involved in making policy, business planning and evaluation.



Person Specification

In your written application, please give evidence of examples of proven experience in response to Part One of the Person Specification. These responses will be developed and discussed with selected candidates together with criteria listed in Part Two and Part Three.

Part One Knowledge and Experience

- Demonstrable track record of senior management and leadership, ideally at Board level, as Chief Executive, Director or at senior level in a public, private or not for profit organisation.
- Outstanding track record of developing relationships and building support at the most senior levels, to promote the Charity to a broader audience and shape public policy in pursuit of its objectives.
- Experience of creating, developing and delivering strategy and delivering innovation.
- Substantial experience of working with national government and other high-profile organisations and opinion formers.
- Sound grasp of financial management with an understanding of and commitment to fundraising and income generation and developing innovative and sustainable business models in a complex environment.

Part Two Skills and Abilities

- Highly effective leadership skills with the ability to encourage and develop the potential of all team members and encourage collective responsibility for success.
- Exceptional communication, influencing and interpersonal skills. Ability to engage effectively at all levels and commands respect quickly.
- High degree of personal credibility: exceptional presentational skills and can deliver I CAN's messages in a persuasive and nuanced way.
- A thorough understanding of the national and local policy context for speech, language and communication, and the levers for influence and progress.
- Able to see how I CAN's achievements can be used to shape and define the next era.

Part Three Leadership Style and Behaviours

- Inspirational and courageous leadership style.
- Personal demeanour that generates trust and confidence.
- Visionary and strategic: someone who sees the bigger picture.
- Mature style: excellent political awareness and sound judgement.
- A passionate commitment to helping children develop the speech, language and communication skills they need to thrive in a 21st century world.

Terms of Appointment

Remuneration	This role attracts a salary of £85,000-£90,000 per annum.
Appointment	This is a full-time executive leadership role. Some flexibility may be considered; candidates are expected to be available for meetings with key stakeholders, and to bring the visibility and leadership impact required for the organisation to thrive.
Location	I CAN's offices are at 31 Angel Gate, Goswell Road, London EC1V 2PT.
Working hours	I CAN's working hours are 35 hours per week. The CEO is expected to be flexible and available as required outside of these hours, in line with the responsibilities of the role.
Pension	I CAN will contribute a fixed amount of 8% of your pay subject to you paying a minimum of 3%.
Annual leave	25 days per year plus three days during the Christmas/New Year period.
Equality, diversity & inclusion	I CAN is committed to equality of opportunity, supports and encourages under-represented groups and values diversity.
Safeguarding	I CAN requires all staff to be committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and to respond proactively to safeguarding concerns.



How to Apply

To make an application, please go to <https://starfishsearch.com/jobs/ican-ceo/> and click on the apply now button, with the following prepared:

- your CV or equivalent biographical information
- a covering letter that sets out your motivation for applying for this appointment, and what you can bring against Part One of the Person Specification
- details of two people you have worked with previously who we could talk to at shortlist stage (with your permission).

Closing date, Friday 13th November 2020.

Longlist interviews by zoom are likely to be held in week commencing 23rd November 2020.

Agreement of the final shortlist by end of the first week in December 2020. And informal meetings or telephone calls will follow confirmation of the final shortlist.

Formal interviews for shortlisted candidates are expected to take place in person on either 14th, 16th or 17th December 2020. The day may also include informal sessions with key staff and stakeholders.





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