



**RECRUITMENT PACK**  
**CHIEF EXECUTIVE OFFICER**

# WELCOME

Dear applicant

Thank you for your interest in the role of Chief Executive of Kidscape.

Kidscape, established by Michele Elliott OBE in 1985, benefits from over thirty years of experience in supporting children and families impacted by bullying. Subsequent CEOs, Claude Knights (currently Chair of the Anti-Bullying Alliance), and Lauren Seager-Smith (previous Director of the Anti-Bullying Alliance and current Trustee of Children England), have remained faithful to the original vision and mission, encouraging a learning culture, where we have adapted our provision in response to research, best practice, and the insights of others – particularly the voices of children and families.

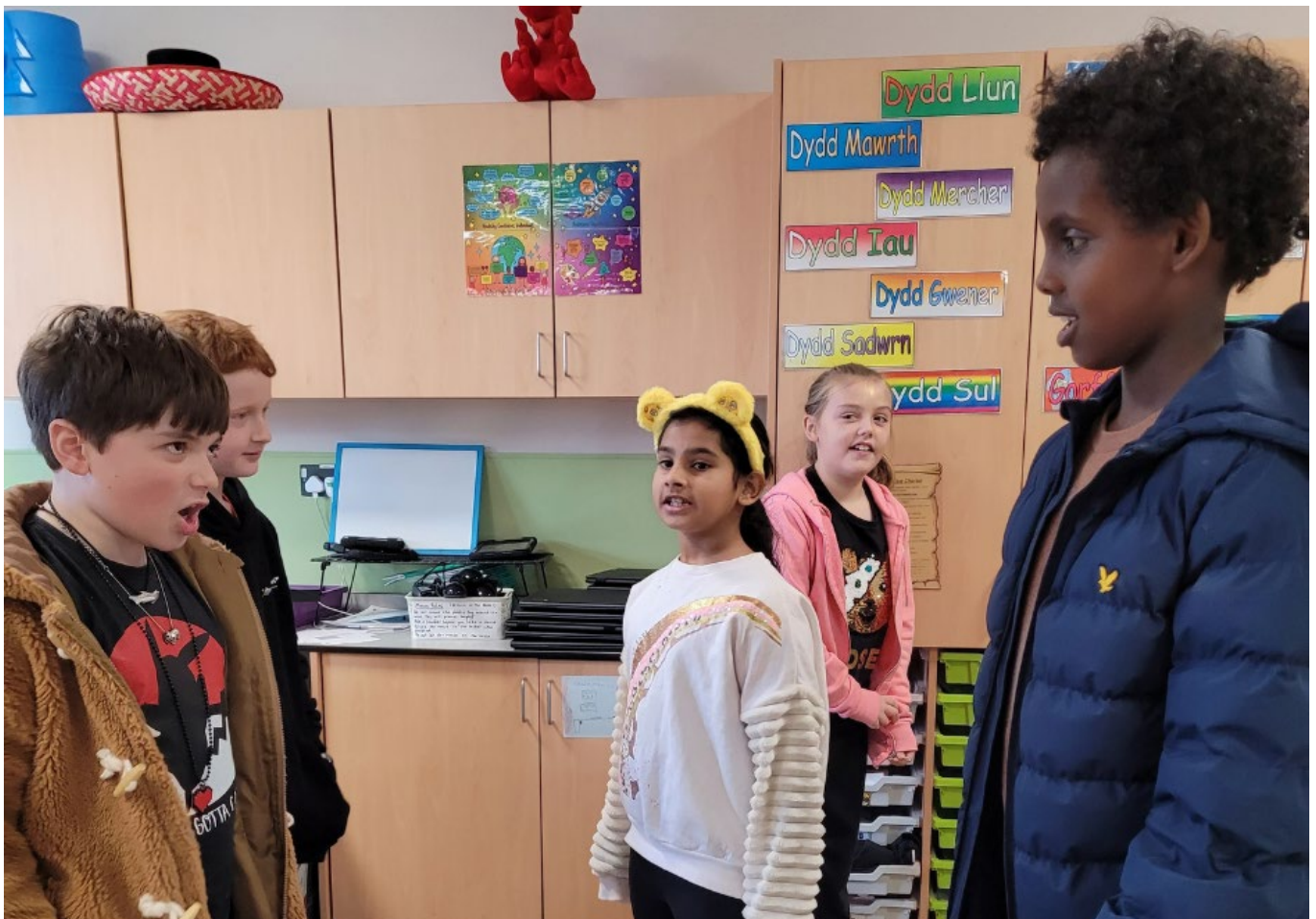
Kidscape has high brand recognition despite being a small charity, and for its size impacts thousands of people every year. In the last three years, we have directly supported over 14,000 children and young people, over 23,000 parents and carers, and over 9,500 professionals throughout England and Wales.

We are seeking a CEO who is deeply committed to the cause, who understands the needs of children and families, and who can lead with kindness, creativity and vision, to reach and empower many more children and young people. The Board are ambitious to see Kidscape build on its enduring work.

Rarely do roles come along where your work can transform, and in some cases, literally save the lives of children. I hope you will consider applying.

Best wishes

**Ian Joseph**  
Chair of Trustees



# ABOUT US

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## OUR MISSION

Our mission is to provide practical support, training, and advice to challenge bullying and protect young lives.

## OUR VISION

Our vision is for all children to grow up in supportive communities safe from bullying and harm.

## OUR VALUES

- We believe that every child has the right to live life free from bullying and harm.
- We believe that adults have a responsibility to create safe and supportive communities.
- We value the role of parents and carers and work with them to keep children safe.
- We believe that by working together we can protect more young lives and actively encourage partnership work.

## OUR IMPACT

We reduce the impact of bullying and harm through programmes and services that:

- Build communities of support.
- Reduce isolation and loneliness.
- Promote positive relationships.
- Support resilience and wellbeing.
- Help children recognise and respond to bullying behaviour.

## THE CAUSE

Bullying is a complex issue which requires a multi-faceted response. There are many factors that influence bullying behaviour – both in schools, the communities and online. We work with children at an individual and peer group level, provide family support, and seek to support the practice of school staff and other youth providers.

## WHAT WE DO

'You do great work on the frontline.'

We have built a strong reputation as the charity that gives hope and help – providing practical support on the front-line, to children and families impacted by bullying. We are also on a journey of becoming a trauma-informed charity, creating safe spaces where everyone who comes into contact with our charity feels empowered and supported.

We work closely with other charities and organisations that share our commitment to challenging bullying, including active membership of the Anti-Bullying Alliance.

We are a highly committed, dynamic team of twelve staff, supported by a deeply engaged team of Trustees, freelancers, and volunteers.

## WHAT WE DO

In the last three years, we directly supported over 14,000 children and young people, over 23,000 parents and carers and over 9,500 professionals throughout England and Wales.

In recent years we have developed new programmes of work including trauma-informed therapeutic support for children severely impacted by bullying, RISE transition support to help children learn key social skills as they move to secondary school, Peer Mentoring for primary and secondary schools and Community Leaders launched in 2020 to train young adults and adults from different backgrounds to recognise the signs of bullying and build safe, supportive communities.

'Simply you gave my daughter back.'

We offer two types of provision:

**Universal** - information and guidance available through our digital platforms, the Parent Advice Line, parent peer-to-peer support (e.g., Facebook group), public campaigns including Friendship Friday and Anti-Bullying Week each November and CPD-accredited training for school staff and other professionals.

**Targeted/Regional** - ZAP programme for children and families impacted by bullying, ZAP in schools to empower children with assertiveness and resilience-building skills, RISE transition support for children in Years 6 and 7, peer mentoring programmes and trauma-informed therapy.

## LOOKING TO THE FUTURE

We want all children in England and Wales to grow up in supportive communities safe from bullying and harm. With at least one child in every class bullied on a daily or weekly basis (Department for Education), and 8% of children bullying others on a regular basis (Anti-Bullying Alliance), bullying remains a serious social issue.

At the end of 2020, we conducted a strategic review including Trustees, staff, volunteers, freelance trainers, funders, parents, carers, and children. We reflected on our current position, strengths, and challenges across a range of focus areas, and solicited recommendations.

The strategic review identified three pillars for growth:

- Reach – make sure we are reaching the children and families that need us most and that we have a significant impact on young lives.
- Represent – make sure staff and volunteers are representative of the communities we serve, and that our programmes and services are accessible to children and families most impacted by bullying (e.g., disabled children and those with additional needs, young carers, LGBT+ young people, minoritized ethnic groups and children living in poverty).
- Respond – make sure we listen to children, families, schools and communities and work together to improve and develop programmes and services.

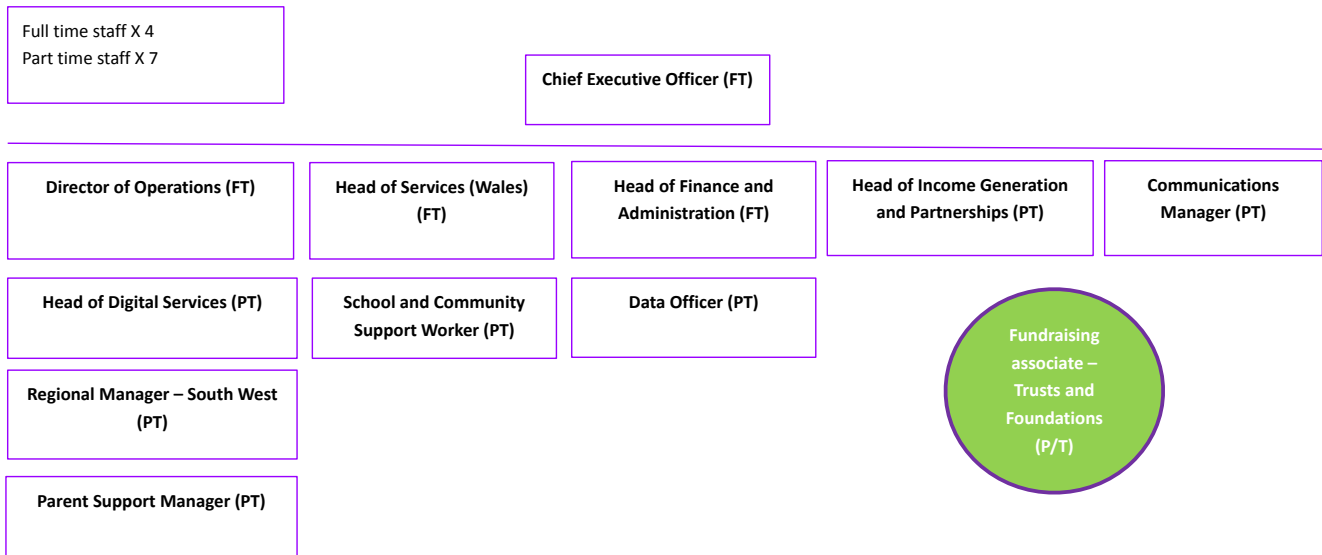
We are making progress against these aims with significant growth in reach across our digital platforms and subsequent access to our front-line services, strong relationships in diverse communities including a partnership relationship with ReachOut ASC to improve accessibility and support to autistic children and their families, active membership of the Muslim Mind Collaborative including working together on a campaign highlighting Islamophobia in schools and recent acceptance into the Fair Education Alliance. In 2022 we were awarded the Hate Crime Charter Mark by Victim Support In Wales, in recognition of our work to tackle hate and discrimination. We've also made progress with recommendations from children and families in the strategic review, including the launch of trauma-informed therapy in partnership with Service Six, and plans in place in 2023 to transform our digital services, improving our direct reach to children and young people.

## GOVERNANCE AND FINANCIAL RESOURCE

Kidscape has a deeply committed and diverse team of Trustees. The Trustees work closely with the CEO and the wider team, with subcommittees for income generation, service provision and finance, risk and governance. Kidscape benefits from a mixed model of funding, with significant support in recent years from trusts and foundations, major grants, legacies, and corporate giving. We have forecast a significant surplus in 2023 thanks to the success and generosity of the Jingle Jam Christmas campaign which raised over £240,000 for Kidscape. Approximately 20% of our income comes from our traded services, and in the last year we have expanded our reach into corporates, with workshops in bullying awareness and online safety for parent and carer networks.



# ORGANISATION CHART



NB:  
- positioning on page does not reflect seniority or payscale



# ROLE DESCRIPTION

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## RESPONSIBILITIES

### STRATEGIC LEADERSHIP

- Provide vision, leadership and direction to Kidscape, through collaborative working with the board, staff, volunteers and a wide range of external funders and supporters to achieve Kidscape's mission.
- Lead Kidscape in developing our mission and expanding our reach to children and families.
- Maintain and enhance our reach and reputation through the delivery of high impact programmes and services.
- Support and work with the Board, providing advice and information regarding the achievement of our strategic plan, organisational performance, governance and matters of significance.

### OPERATIONAL LEADERSHIP

- Be confident in leading a remote workforce, model a high level of personal and professional integrity, providing strong and supportive day-to-day leadership.
- Champion diversity and inclusion, creating a safe and supportive work environment for all.
- Take a child-centred, trauma-informed approach to all that we do.
- Provide leadership, support and professional development opportunities to the team. Work with the team to identify new areas of support for children and families and foster a culture of innovation where we can always 'do better'.
- Work with the Service provision sub-committee to monitor the impact of our work, and to encourage a culture of continual improvement. Lead on the preparation of quarterly board reports and reports to major funders.
- Work with the Head of Finance and Administration to ensure the financial security of the charity and to ensure appropriate controls and risk management are in place.
- Work with the Head of Programmes, Volunteering and Training to coordinate the delivery of organisation-wide strategic projects and initiatives.
- Work with the Head of Finance and Administration to manage any HR related issues.
- Act as Designated Safeguarding Lead providing regular assistance to the team on all safeguarding related issues
- Ensure that there is an effective approach to safeguarding, resource and performance management, risk management, audit and compliance with Charity Commission guidance, the Fundraising Regulator, the Information Commissioner's Office, and good governance standards.
- Ensure internal information, engagement and decision-making structures are in place to support the effective delivery of Kidscape's vision and mission.

### INCOME GENERATION

- Work with the fundraising team to ensure Kidscape has a variety of income streams to secure its current and future financial needs.
- Build and maintain relationships with a variety of funders including Trusts and Foundations and corporate partners
- Work with the Income Generation sub-committee to expand our traded services to secure additional income for the charity
- Lead on the writing of major funding bids

### EXTERNAL RELATIONS

- Continue to grow the public profile of Kidscape, and subsequent reach to children and families. This includes but is not limited to engagement with multiple audiences through our digital platforms, media work, working with Patrons and Ambassadors, representing Kidscape on a variety of advisory groups and committees, and public speaking engagements.
- Maintain and develop strong working relationships with potential partners and supporters including government agencies, potential funders, other organisations and charities that share our vision and mission.

The CEO will be expected to perform other duties commensurate with the post.

Enhanced DBS check will be required for this role.

# PERSON SPECIFICATION

You should be able to demonstrate and provide evidence of the following criteria listed under Part One within your written application. These will be tested further at the preliminary interview stage, along with the criteria listed under Part Two:

## PART ONE

- Demonstrable experience of strategic and operational leadership with an organisation that works with children and/or families
- Experience of leading, nurturing, and developing teams, including within remote settings
- Experience of managing diverse operations
- Track record of income generation from a variety of funding streams, the ability to build relationships with funders, and to lead on funding applications including bid writing
- Experience of developing new areas of work and encouraging innovative approaches to services including the utilisation of digital technologies
- Demonstrable experience of public speaking, media work, writing copy and engaging with diverse audiences
- Knowledge and experience of organisational finance, financial planning, and budget management
- Experience in risk management including safeguarding

## PART TWO

The qualities detailed in Part Two will be explored during the selection process.

- Passion for the vision and mission of Kidscape
- A compassionate and caring leader
- High level of personal and professional integrity
- Committed to the safeguarding of children and young people
- Willingness to be hands-on across the charity





# TERMS OF APPOINTMENT

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## SALARY

The salary for this role is c.£65,000 per annum on a full-time, permanent basis.

## LOCATION

Remote with regular meetings throughout England and Wales.

## PENSION

Statutory

## ANNUAL LEAVE

27 days (with an additional day per year up to 5 years of service).



# HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Rebecca O'Connor, [Rebecca.oconnor@starfishsearch.com](mailto:Rebecca.oconnor@starfishsearch.com), and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/kidscape-ce/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides)
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Closing date:</b>	<b>Friday 28th April 2023</b>
<b>Preliminary interviews:</b>	<b>w/c 8th and w/c 15th May 2023</b>
<b>Conversations with the Chair:</b>	<b>w/c 29th May 2023</b>
<b>Final interview and stakeholder meetings with team:</b>	<b>Wednesday 7th June 2023</b>

