



# RECRUITMENT PACK

# NATIONAL DIRECTOR



# WELCOME

Dear Colleague

Thank you for your interest in becoming the new National Director for #BeeWell, an ambitious youth-led programme which measures and facilitates the improvement of young people's wellbeing across England.



The challenge and opportunity to improve the mental health and wellbeing of young people in England is more pressing than ever, with the pandemic exposing the wildly divergent experiences and outcomes of young people from different backgrounds. #BeeWell was co-created with 150 young people from its founding region, Greater Manchester, to listen to the voices of young people in an annual census; publish the results privately to schools and publicly by neighbourhood; and facilitate partners across civil society to act on the results. #BeeWell combines deep academic expertise with partners from the education, voluntary and business sectors and is now entering the second phase of a bold 10-year national plan.

Since 2021 we have heard the voices of over 60,000 young people from 187 secondary schools across Greater Manchester, giving critical insights into young people's lives. Phase Two is being launched in Hampshire, the Isle of Wight, Portsmouth and Southampton from September 2023. Our longer-term 2030 ambition is to hear the voices of all young people in selected age cohorts by delivering rigorous, regular and consistent measurement of wellbeing through all secondary schools in every corner of England.

We are now seeking to appoint a National Director to lead the development of #BeeWell into a pioneering national programme for change. They will ensure that the programme continues to be delivered with excellence in existing and new locations, and raise the profile and importance of #BeeWell's work with policy makers and commentators - with a view to the #BeeWell model becoming embedded across England by 2030. Ultimately, they will drive the future strategic vision for #BeeWell as it seeks to build a movement to give equal weight to wellbeing and academic attainment at the heart of the public policy agenda.

This is a critical and influential role. Candidates will have a passion for working with young people, or with issues connected to young people, and have a flexible and entrepreneurial approach. With excellent interpersonal and influential alliance-building skills, you will demonstrate strategic judgement and be comfortable with complexity. A creative and inspirational thinker, with ideas that capture imaginations but that are backed by the rigour and evidence to achieve change, you will also inspire our talented and committed team. You will be comfortable working and inspiring collaborative partnership working. You will get things done, possessing the ability to work at pace in an often-ambiguous environment, with a high capacity for self-reflection and resilience.

If you believe you have the skills and attributes to lead #BeeWell through an exciting and purposeful phase of growth, we would be very keen to hear from you.

**David Gregson,  
Chair, #BeeWell**



# ABOUT #BEEWELL

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The challenge and opportunity to improve the mental health and wellbeing of young people in the UK is more pressing than ever. Recent surveys have shown that adolescents in the UK are in the bottom four of some 80 countries in terms of life satisfaction. The mental health of young people in the UK was decreasing well before Covid-19, and the pandemic has exposed the wildly divergent experiences and outcomes of young people from different backgrounds. As we emerge from the pandemic, we believe that improving the mental health and wellbeing of young people needs to be central to our country's future plans.

The programme originates from a collaboration between the Greater Manchester Combined Authority, University of Manchester, Anna Freud Centre for Children and Families and the Gregson Family Foundation. You can find out more about the background of #BeeWell [here](#).

#BeeWell's three main principles are to:

- Listen to young people's voices
- Act together for change
- Celebrate young people's wellbeing

In two years, over 60,000 young people have completed the #BeeWell survey across three year groups, at more than 187 secondary schools in 10 local authority areas across Greater Manchester. Responses cover over half of all young people in the relevant age groups; the census of young people is believed to be the largest conducted in a defined geographical area in England.

We published the findings from the two years of surveys in March 2022 and March 2023, and all #BeeWell publications can be [found here](#). Headline findings included:

- Girls reported lower levels of wellbeing than boys.
- There are sizeable inequalities for young people who identify as LGBTQ+, who on average report higher levels of stress and emotional difficulties.
- Only 1 in 3 young people reach the recommended levels of physical activity set by the Government's Chief Medical Officer.
- Nearly half of all young people feel they do not get enough sleep to stay awake at school the following day.

The voices of young people are critical to the success of the programme. Our Youth Steering Group said that one of the long-term changes we should aim for is "Powerful young people creating their own futures". This approach has been embedded into the programme from the start: with young people sitting on our governance boards, holding the programme accountable to its aims and co-creating our survey and the #BeeWell framework for wellbeing as well as designing our logo and shaping the website.



# #BEEWELL IN THE NEWS

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#BeeWell has received significant coverage and prominent endorsement over the last two years:

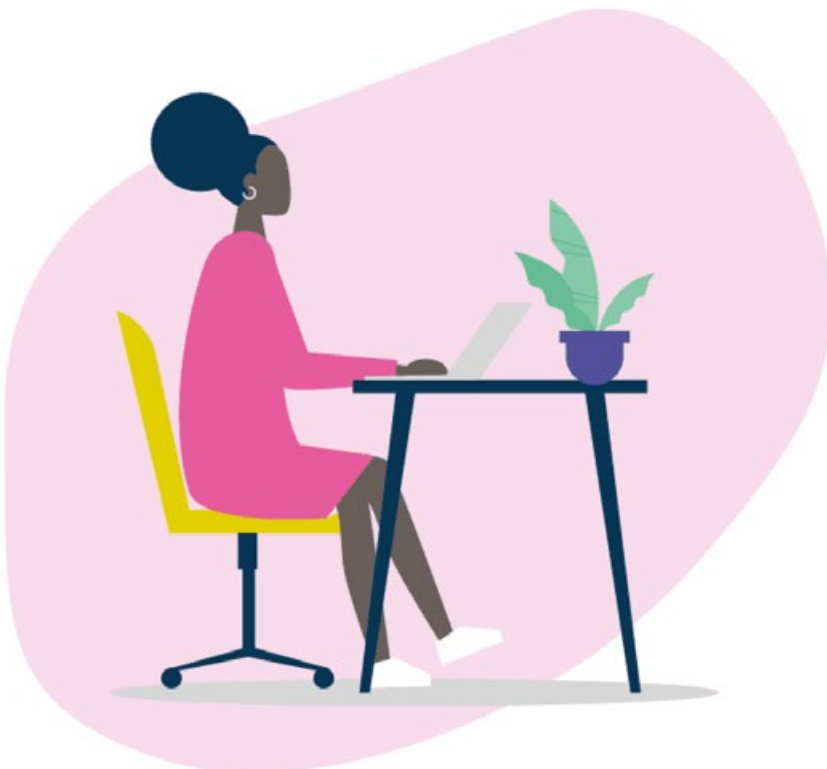
- The #BeeWell programme received [national coverage](#) when it published the headline findings of the 2021 survey.
- The Times Education Commission explored the #BeeWell findings and programme in their June 2022 report, to support their recommendation that there should be an annual wellbeing survey rolled out in every school. Read more, [here](#).
- Andy Haldane, Chair of the Levelling Up Advisory Council cited the work of #BeeWell as an example of Levelling up communities – see clip [here](#).
- The Fair Education Alliance featured #BeeWell in their 2022 report card, with seven asks they believe will move the dial on educational inequality including calling for: A national wellbeing census of young people in line with *#BeeWell's 10-year plan to collect and embed rigorous and consistent national data about various aspects of the wellbeing of young people*. Read more [here](#).

## WHAT'S NEXT?

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In order to demonstrate the sustainability and adaptability of #BeeWell, the founding national partners are seeking to build on Greater Manchester's initial success and now have funding to deliver #BeeWell from September 2023 across Hampshire, The Isle of Wight, Portsmouth and Southampton. This will consist of delivering the survey for three years, working with (amongst others) the Anna Freud Centre and the University of Manchester to interpret the data, and collaborating with young people, schools, our coalition of partners and local government to act on the results.



By 2030 the founding partners of #BeeWell aim to create a public policy agenda for young people that gives equal weight to attainment and wellbeing, using reliable data to inspire improved outcomes for both. By measuring young people's wellbeing rigorously, regularly and consistently, #BeeWell facilitates partners to implement targeted solutions to overcome barriers to young people's progress and make their wellbeing everybody's business.



# THE #BEEWELL TEAM



## #BeeWell Team

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|---|---|---|
| <p><b>National Strategy Team</b><br/>Responsible for overseeing the national expansion of #BeeWell, and for spreading knowledge of #BeeWell in policymaking circles</p>   | <p>01 </p> | <p>David Gregson, Chair<br/>Clem Wood, National Strategy Intern<br/>Frances East, Administrative Support<br/>NEW FOR PHASE 2: National Director</p>   |
| <p><b>Data and Research (including IG) Team</b><br/>Responsible for producing neighbourhood and school dashboards, and associated research outputs demonstrating the significance of the #BeeWell findings</p>                        | <p>02 </p> | <p>Neil Humphrey, Academic Lead, Lawrence Wo, Data Manager<br/>Jose Marquez, Quantitative Research Assistants<br/>Devi Khanna and Megan Cutts, PhD Candidates<br/>NEW FOR PHASE 2: 3 new PhDs at UoM, 2 new PhDs at AFC, a new coding assistant, new QRA at AFC, new Project Officer at UoM</p> |
| <p><b>Local Operations Team</b><br/>Responsible for the day-to-day operations of #BeeWell, including as primary school engagement contacts</p>  | <p>03 </p> | <p>Francesca Speakman, GM Project Manager<br/>Amy Hibbert, GM Project Officer<br/>Elsie Whittington, GM Co-Creation Lead<br/>NEW FOR PHASE 2: Second Location Project Manager, Project Officer and Co-Creation Lead</p>   |
| <p><b>School Engagement Support Team</b><br/>Led by the Anna Freud Centre, responsible for leading post-survey support for schools in order to create impactful change using the #BeeWell data</p>                                    | <p>04 </p> | <p>Jess Deighton, Anna Freud Lead<br/>Kate Dalzell, CORC Lead<br/>Nick Tait, School Engagement Consultant</p>   |
| <p><b>Youth Engagement Team</b><br/>Led by the Co-Creation Lead, responsible for overseeing and organising youth participation in #BeeWell, ensuring that young people remain at the centre of our operations and decision making</p> | <p>05 </p> | <p>Elsie Whittington, GM Co-Creation Lead<br/>GM Youth Steering Group<br/>NEW FOR PHASE 2: National Youth Steering Group, Second Location Youth Steering Group, Second Location Co-Creation Lead</p>  |



**MAKING YOUNG PEOPLE'S WELLBEING EVERYBODY'S BUSINESS**

To find out more, visit: <https://gmbeewell.org/>



# ROLE DESCRIPTION

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Role title: National Director

Reports to: This role has a matrix reporting line as follows:

- #BeeWell Chair, David Gregson, for strategic matters and the leadership of the #BeeWell national programme
- Head of School Operations (School of Environment, Education and Development), Kay Hodgson, for operational and administrative matters relating to the role's employment at the University of Manchester

Leads: A small national team in the first instance:

- National Policy and Coalition Officer (to be recruited by the National Director)
- Two Project/Programme Managers at local delivery sites, and their respective teams

It is expected that additional appointments to the national team will be made once The National Director has identified further resource requirements and further funds have been raised.

## KEY RELATIONSHIPS – STRATEGIC PARTNERS

- The Research Team in the University of Manchester, led by Professor Neil Humphrey
- The Research Team at The Anna Freud Centre (AFC) and the school engagement team at the Child Outcomes Research Consortium (part of AFC)
- #BeeWell's learning and evaluation partner, Renaisi
- The local delivery teams in both Greater Manchester and Hampshire, Isle of Wight, Portsmouth and Southampton
- The #BeeWell Chair and the National Advisory Board, once formed

## KEY RELATIONSHIPS – STAKEHOLDERS

- Internal and external customer groups and strategic partners including local authorities, schools, MATs, Integrated Care Systems, think tanks, and voluntary and community sector organisations
- Senior officers in national government, including the Department for Education, DCMS, DLUHC and DHSC
- Funders, keeping them well engaged in the development of the programme alongside Neil Humphrey



# KEY DUTIES AND RESPONSIBILITIES

## STRATEGIC

- Developing the strategic vision for #BeeWell as it scales from a local initiative to a transformation programme for national change
- Advocating for the national roll-out of #BeeWell with senior members of national and local government
- Adapting the national advocacy work to changes in the policy environment, folding in new opportunities to champion and improve the wellbeing of children and young people
- Influencing national policy with insights from the #BeeWell research programme and a Special Projects fund which will be raised to focus on translating research findings into policy
- Overseeing programme governance, including the National Advisory Board, and responsible for maintaining relationships and communications across a wide range of stakeholders
- Fundraising alongside the #BeeWell Chair for the longer-term continuation of the #BeeWell programme, ensuring its financial sustainability beyond 2026
- Developing a Phase 3 plan of #BeeWell to transition from a locally delivered initiative to a national transformation programme

## SECOND LOCATION OPERATIONAL

- Supporting the roll-out of #BeeWell across Hampshire, Isle of Wight, Portsmouth and Southampton, working with the local project team to deliver with excellence
- Ensuring youth voice remains at the heart of #BeeWell, with young people shaping everything that we do – with a new National Youth Advisory Board
- Building the national #BeeWell coalition: developing a broad movement of stakeholders from across civil society to make young people's wellbeing everybody's business

## CROSS LOCATION COLLABORATION AND LEARNING

- Working with the original local team in Greater Manchester to ensure long-term sustainability of the programme beyond Summer 2024
- Working with the project team in Greater Manchester to continue to refine and adapt the original model so that it maximises impact and is fully embedded in the Greater Manchester system
- Sharing learning from local delivery sites and creating an open and supportive space across the two sites to share best practice and local insights
- Ensuring impact of the programme is monitored and communicated both across local delivery sites and the national movement for change
- Supporting the development of the #BeeWell Census (i.e. the delivery of the survey alone without the full #BeeWell programme) as more areas seek to deliver and then respond to the #BeeWell census.

**NB:** This list of duties and responsibilities is not exhaustive, and the post holder may be required to undertake, or may identify, other relevant and appropriate duties as required and agreed.



# PERSON SPECIFICATION

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## PART ONE

### KNOWLEDGE & EXPERIENCE

- An understanding and passion for young people's wellbeing
- Experience of working with young people or around issues connected to young people, ideally through co-design
- Working with senior leaders across schools, local government, national government, the NHS, the wider public and other stakeholders
- Experience of working in transformation/system change in national government, local government, the VCSE sector or in the NHS
- Experience overseeing programme monitoring and evaluation
- Experience of managing project teams and annual budgets of more than £1m with a clear record of operational delivery with excellence
- Clear understanding of the need for strategic imperatives as well as designing and delivering tactical solutions
- Deep knowledge of the youth sector, education and health policy contexts

## PART TWO

### SKILLS & BEHAVIOURS

- Flexible, entrepreneurial and innovative approach
- Commitment to outstanding programme delivery, with excellence
- Energetic, and willing to get involved in all aspects of the programme, both locally and nationally
- Excellent communication skills, both orally and in writing with an attention for detail.
- Collaboration at the heart of what you do, across sectors and organisations
- Creative approach to project delivery, policy influence and programme design
- Ability to develop and maintain positive working relationships at a high, strategic level
- Strong values-led leadership skills and creating a supportive and open environment that prioritises staff wellbeing
- Excellent presentation skills and the ability to present to a wide variety of audiences, tailoring messages according to the audience
- Ability to bring people together from different backgrounds and sectors to build connections and establishing effective working relationships with people at all levels, internally and externally

### COMMITMENT TO OUR FIVE #BEEWELL VALUES:

- Inclusive
- Robust
- Youth-centred
- Empowering
- Collaborative





# TERMS OF APPOINTMENT

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## SALARY

This role attracts a salary of £70,000 - £90,000

## CONTRACT

This is a FTC appointment, fully funded until December 2026. We envisage that the successful candidate will work with the #BeeWell Chair to ensure that the programme (and therefore this role) will raise enough funds to be sustainable into Phase 3.

## LOCATION

Flexible

## OTHER BENEFITS

- Generous Pension scheme with employer contribution rate of 21.6%
- Employee health and wellbeing services including an Employee Assistance Programme
- Starting annual leave entitlement of 29 days, plus bank holidays and additional paid closure over the Christmas period
- Hybrid working options available
- Local and national discounts at a range of major retailers

# HOW TO APPLY

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**We hope you will consider making an application. To do so, please visit: <https://starfishsearch.com/jobs/nd-bw/> and click on the apply now button, with the following prepared:**

- your CV (no more than two sides).
- a short supporting statement (maximum two sides) that sets out why you are interested in joining #BeeWell as its National Director

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.

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| <b>Search closes</b>                              | <b>Monday 15th May 2023</b>                         |
| <b>Preliminary interviews with top candidates</b> | <b>w/c Monday 22nd May and Monday 29th May 2023</b> |
| <b>Informal stakeholder conversations</b>         | <b>w/c Monday 12th June 2023</b>                    |
| <b>Final formal interviews</b>                    | <b>w/c Monday 19th June 2023 (tbc)</b>              |

