



Candidate Pack for Chief Operating Officer - Deputy Secretary General



WELCOME

The Duke of Edinburgh's International Award was founded by the late Prince Philip, The Duke of Edinburgh, in 1956, creating a programme that would support young people on the journey of self-development as they find their purpose, passion and place in the world. For nearly seventy years The Duke of Edinburgh's International Award has been helping young people transform their lives and their communities.

Today, HRH Prince Edward, The Duke of Edinburgh KG KT GCVO is both Chair of the Board of Trustees and Patron of the Award, having been involved in the Award for over twenty years, he is a Gold Award holder. HRH The Duke of Edinburgh is actively involved in the life of the charity, supporting the growth and strengthening of the Award. There are consistently over a million young people in more than 120 countries and territories taking on the Award's challenge to believe in the power of their potential, make a difference in their community and taking control of their future. The Duke of Edinburgh's International Award Association members are dedicated to ensuring even more young people around the world have the opportunity to participate - to do so we need a significant step change in the capacity of many of our local operators to deliver the Award.

We are now seeking an experienced senior leader to join as our new Chief Operating Officer and Deputy Secretary General. We are seeking to build an ambitious team who will work with the excellent international staff already in post to start a ten-year journey toward significant growth in participation. Thus, the operations of the Foundation are led by the COO to deliver a portfolio of programmes that will ensure the quality and, crucially, the growth of the Award internationally.

Working as the Deputy Secretary General, as part of a small three-person Senior Leadership Team, will include supporting and challenging me in my role, and crucially leading on the diplomatically sensitive work of ensuring the standards and the reputation of the Award is protected and promoted around the world. An understanding of international relations, experience of governmental level influencing and an unflinching commitment to integrity will be essential for the successful candidate.

A genuine belief in the potential of young people, and a commitment to the principles that underly the Award is essential, although your experience might be from any setting or sector. We are seeking to build a deeper understanding of what it means to be culturally intelligent in today's changing world, with a particular regard to representing our members, and reaching young people who are marginalised and at risk. Having an empathic approach to leadership will be essential to your success in the role.

If you believe you have the skills and qualities we are seeking, we would be very pleased to hear from you.



Martin Houghton-Brown,
Secretary General
The Duke of Edinburgh's International Award Foundation

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD

The Duke of Edinburgh's International Award (the Award) is a Non-Formal Education and Learning framework challenging young people to find their purpose, place and passion in the world.

In more than 120 countries and territories, our globally recognised accreditation is available to all 14 to 24-year-olds, of all backgrounds, locations, cultures and abilities.

Through the programme, each young person becomes part of something special while developing their own interests, universal skills and life aspirations.

Founded in 1956, the Award highlights the value of Non-Formal Education and Learning. Today there are consistently over a million young people taking part in the Award to believe in the power of their potential, make a difference in their community and take control of their future. The result? Entire generations of innovators and change makers who are truly world-ready.



WHERE IS THE AWARD DELIVERED?

The Award is delivered via hundreds of thousands of youth-focused partners and operators in a wide range of locations, from schools and custodial institutions to Scout groups, and refugee camps.

Although the Award's framework remains the same wherever it is delivered, every Award is itself unique and no two Awards are the same.

The Award is currently licensed in 120 countries and territories. Find out more below.



[WATCH: Mental and Physical Health, Trinidad and Tobago](#)

[WATCH: Blind Boys' Academy, India](#)



[WATCH: The Award in Zambia: Plan, Do and Review](#)



[READ: Special Projects, Nepal](#)

THE FOUNDATION

The Duke of Edinburgh's International Award Foundation is the international charity that drives and supports the Award's growth, access and impact across the world. Working in partnership with organisations and governing bodies, we oversee the licensing of Award operators – including schools, youth groups, employers and custodial institutions – in more than 120 countries and territories. With our guidance, operators deliver the globally-recognised Award, which provides opportunities for 14 to 24-year-olds of all backgrounds, locations, cultures and abilities, to develop their interests, skills and life aspirations.

Our aim over the next decade is to drive a tenfold increase in the number of young people taking on the challenge in the Award.

We aim to increase the Award's global access, reach and impact through:

- supporting sustainable growth among operators to deliver the Award to a wide group of young people from across society
- advocacy and research to make the case for non-formal education and learning across the world
- building global partnerships and raising funds to increase access to the Award
- providing infrastructure, guidance and support to ensure high-quality delivery

When it comes to creating empowered citizens who will go on to solve some of society's biggest problems, many of life's greatest lessons happen beyond the class room. The Award gives young people the chance to discover exactly that.



KEY AREAS OF WORK

BEYOND LICENSING AND ACCREDITATION

Whilst one of our primary roles is to license the Award around the world, the Foundation is so much more than a franchiser. We work with our operators and partners to drive global change in a number of key strategic areas.



FUNDING

We provide grants to operators in our global Award family to scale up their operations and/or carry out projects that enable even more young people to take part in the Award.



TRAINING

We provide licensees with advice and support, in the form of ongoing account management, training sessions, online training materials, and access to a global peer-to-peer discussion forum.



ADVOCACY

We partner with key organisations to increase global awareness of the value of Non-Formal Education and Learning and to improve the lives of young people.



GLOBAL PARTNERSHIPS

We actively work to build partnerships with organisations to deliver the Award around the world. Corporate Partnerships form an integral part of this portfolio.



RESEARCH

We conduct research into the impact of the Award around the world using multiple initiatives, such as outcomes evaluation, satisfaction surveys, and work with external experts on projects, like our award-winning Global Social Value research.



OUR IMPACT

The value and impact of the Award extends far beyond the intrinsic benefits enjoyed by the young people. We believe the Award framework can be a blueprint for investing in human capital, specifically strengthening resilience, improving global prosperity and helping the world's most vulnerable.

The Award does this through working in partnership with young people and their communities, encouraging them in finding their own development solutions.

Participation in the Award also directly enables young people to contribute to a number of the United Nation's Sustainable Development Goals (SDGs), including Quality Education and Decent Work and Economic Growth.

Our established impact measurement initiatives, developed alongside academic institutions and partners, have revealed that the Award has a direct, positive impact (both financial and non- financial) on the people and communities it touches. In 2023, the Award had a Global Social Value of £1,408 million.

The Impact of the Award:



Global Social Value of £1,400M



Improved employability and earning potential



Improved physical health and fitness



Improved mental health and emotional wellbeing



Increased engagement with charitable and community causes



Improved environmental impact



Increased social cohesion



Reduced offending



THE AWARD IN 2023

THE AWARD IN 2023



#WORLD
READY

AS A RESULT OF DOING THE AWARD...



79%
felt inspired



76%
are more confident



81%
are more determined



84%
are more resilient



85%
now see challenges as opportunities to develop

BUILDING POSITIVE HABITS



83%
improved their fitness



92%
now plan to participate in regular physical activity



77%
now plan to volunteer regularly



77%
now plan to participate in regular skill development

BROADENING HORIZONS



96%
tried something new



82%
see the importance of contributing to their community



86%
improved their teamwork skills



80%
are better at seeing other people's point of view



81%
feel more comfortable in new and unusual situations

PARTICIPANTS SAY...

“Not only does it make me feel proud, but it also helps me figure out what I do well at, and why. So that I can carry on doing it and use it to shape my future” **Award participant, India**

“The Award got me involved in areas outside my natural areas of interest, allowing me to grow and develop through skills and experiences I would not have chosen if I had not done the Award.” **Award participant, Canada**

*Survey of 2,738 responses from 37 countries, between January 2023 and December 2023

JOB DESCRIPTION

Role:	Chief Operating Officer - Deputy Secretary General
Location:	London (Hybrid)
Reports To:	Secretary General
Contract:	Permanent, Full Time
Direct Reports:	3 Global Operations Directors and up to 3 Heads of Departments

Summary of Role:

This influential role is a unique opportunity to provide leadership across an association of youth work organisations in more than 120 countries, who support young people to find their purpose, passion, and place in the world. Motivated by a commitment to good governance, effective programme management and a relentless pursuit of positive outcomes for young people, you will be a proven leader in your field, whether public, private, or voluntary sector.

The role will major on delivering programmes and projects that will assist in the development of local organisations (some very large and some very small) to reach mainstream and marginalised communities of young people. Well versed in the challenges of second tier organisations you will use your accomplished diplomatic skills to ensure our licence standards are upheld, our Award brand safeguarded, and that the Foundation works to the highest standard of integrity and performance.

The Association membership and Foundation staff will look to your example as a values-driven leader. Your cultural intelligence and ability to deliver with integrity, transparency and with a commitment to diversity and inclusion will be already evident in your past roles.

Key Responsibilities

- **Champion the Mission:** We are focused on enabling young people to recognise their purpose, passion and place in the world, through participating in the Award. We believe every young person should have the opportunity to participate. We lead through our values, believing the COO/DSG will be an articulate ambassador for the Award – including deputising for the Secretary General when required.
- **Programme and Performance Leadership:** The delivery of the Foundation's business plan, including the organisation, management and accountability for projects and programmes that deliver growth in line with the Association Strategy.
- **Team and Association Leadership:** The organisation's operational development team around the world report into the COO. Together you will manage the growth, sustainability and quality of the Award around the world.
- **Digital and Change Leadership:** You will be responsible for the planning and delivery of major changes in the Association and Foundation, including licencing and membership changes. At the heart of that will be the delivery of a Digital Development programme, renewing our core product, the Online Record Book and integrating our digital systems for best use of an AI empowered digital environment.
- **Capacity Building:** You will lead the initiatives that build the capacity of Award Operators around the world. You will hold the expertise in developing business plans that set out achievable initiatives to build a sustainable financial model whilst reaching for at least 1% of the eligible youth population.
- **Business Development:** Building on the Foundation's successful social enterprise model of directly licencing independent international schools, you will support the growth of this enterprise as a sustainable part of the Foundation's financial strategy. You will also ensure that the Association Operators' licence fee and associated charges are properly costed and funded.
- **Safety and Standards:** The Award successfully delivers to over one million young people a year. The safety of those young people is paramount, including through safeguarding, and this role leads on assurance that our standards uphold this priority. Additionally, our brand is deeply respected and closely connected to the reputation and legacy of The Duke of Edinburgh, and therefore holding the highest standards is both expected and important to all of our stakeholders.

- Financial Leadership: Ensure the financial growth and sustainability of the Foundation, working on a sustainable business model, building on the social enterprise model in place and securing strict budgetary controls.
- Develop and lead a high performing and strongly collaborative staff team inspiring, motivating, and coaching staff to experiment and strive to meet clear objectives and outcomes.
- As an active member of the Senior Leadership Team, to model the Foundation's values, championing a commitment to continual learning and to act as an ambassador for the Foundation fostering key relationships.

PERSON SPECIFICATION

Knowledge and experience

- Leadership experience and style: You will be an experienced senior leader, having served as an executive on a board. Your experience of developing strategy will have included a collaborative approach that takes care to effectively communicate to the widest range of stakeholders.
- Programme and change management: You will be able to demonstrate an organised and planned approach to leading portfolios of programmes and projects. It would be advantageous if you had experience of leading digital change programmes. Your approach to change management will be focused on communication and engagement.
- Business growth and development: You will have proven experience leading at a senior level in SMEs or small to medium size non-profit organisations. You will have led the development of business plans and approaches that create sustainable and effective approaches for organisational delivery and growth.
- Leading international standards: You will have a clear grasp of the challenges of leading in a multinational context, with an understanding of how to diplomatically uphold the highest standards. Your approach to leading an internationally dispersed team to deliver will be evidenced in the impact you have delivered in previous roles.
- Passion and purpose: You will have a clear passion for the work of the Award, including a sensitivity to the needs of young people who are at risk and marginalised. Your cultural intelligence will lead to you being treated as a respected and trusted leader across the Association.

Skills and abilities

- Excellent oral and written English communication skills with a second international language being helpful
- Strong organisation skills and ability to multi-task
- Strong financial management experience
- Project management and portfolio leadership experience
- Able to demonstrate a high level of cultural intelligence
- Experienced user of technology, digital systems, and data
- Excellent digital skills, (Microsoft 365) and desirable to have CRM (e.g. Salesforce) experience

Styles and behaviours

- Cross-cultural communication and a respect and understanding of the ways to communicate to a broad and diverse range of international stakeholders
- Track record of senior leadership
- Strong decision-making capability
- Problem solving and adaptability
- Excellent attention to detail

TERMS OF APPOINTMENT

Salary

c.£105,000 per annum on a full-time permanent basis.

Hours of Work

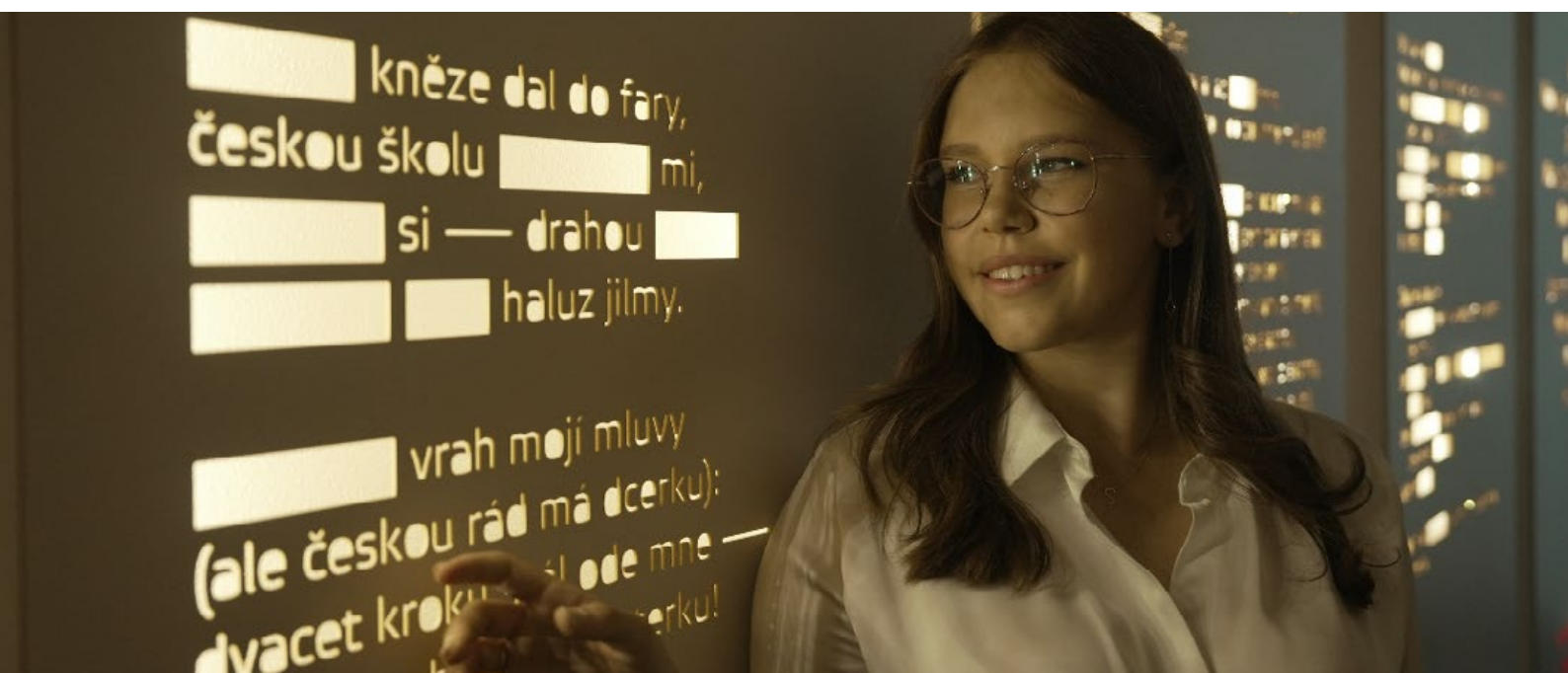
- 35 hours per week (Monday to Friday) with attendance in the office at least 8 times per month. Considerable flexibility required, given the global nature of our operations and half of the staff team work remotely all over the world.
- Must be willing and able to travel locally and internationally on behalf of the Foundation, sometimes with multiple overnight stays.
- Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment (in line with policy).
- DBS check is required.
- Must be available to travel overseas in November.

Additional benefits (some applicable after probation period)

- 25 days annual leave (plus bank holidays)
- Long service leave up to 5 additional days based on length of service
- Private Medical Insurance
- Death in service payment of 4x salary
- Healthcare Cash Plan
- Joint Contribution Pension Scheme (we match up to 10%)
- Salary Sacrifice Schemes

Visa Sponsorship and Costs

The Foundation is able to offer visa sponsorship for eligible candidates. The organisation will cover sponsorship-related costs, including the Sponsor Licence, Certificate of Sponsorship, and Immigration Skills Charge. Applicants requiring a visa must cover their own visa application fee, Immigration Health Surcharge (IHS), and any costs related to dependants or renewals. Further details can be provided on request.



HOW TO APPLY

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/coo-dep-sec-gen/> 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 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.

Closing date:	Monday 5th May 2025
Preliminary interviews:	Late w/c Monday 12th May and w/c Monday 19th May 2025
Engagement sessions:	TBC - w/c Monday 2nd June 2025
Final panel interviews:	TBC - w/c Monday 9th June 2025
Ideal start date:	1st October 2025

