

Welcome

Dear Applicant,

Thank you for your interest in joining us as our Chief Officer, Children and Families.

BBC Children in Need (CiN) exists to change the lives of children and young people across the UK. We believe every child should have the chance to thrive and be the best they can be.

Children today face a growing and complex set of challenges — from mental health and poverty to inequality and family pressures. Demand for our support continues to grow, and as a result our role as a funder, convener and champion of positive relationships in children's lives has never been more important.

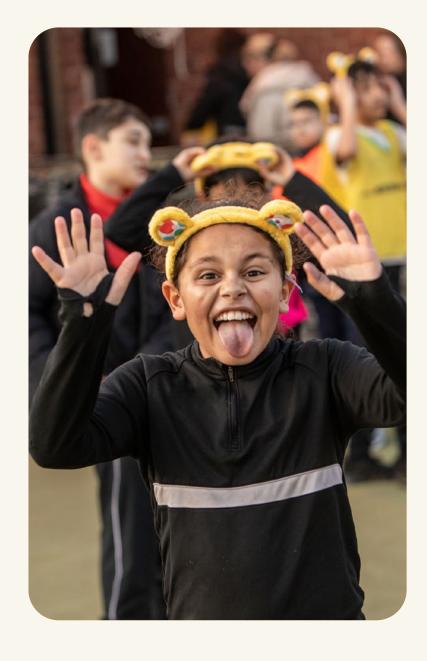
We are undergoing a major transformation to ensure CiN has even greater clarity of purpose, sharper campaigns, and the ability to harness technology and innovation to ultimately deliver even more for children. At the heart of this is the new Chief Officer, Children and Families — a pivotal leadership role with a broad remit spanning all our impact work. This role will provide a single point of accountability for the change we want to deliver for children and how we make it happen.

It is a substantial and strategic role, responsible for both the impact of our grants and the influence of our external voice. We are looking for a systems thinker who has an eye for detail but can see the bigger picture and lead with credibility. Working closely with me, fellow Chief Officers, our Board of Trustees and across the BBC, you will lead a talented team through change, while ensuring CiN is recognised as a trusted, authoritative funder and voice for children across the UK.

You'll bring strong leadership skills and a deep understanding of the issues facing children and young people, alongside the , ambition and credibility to inspire change at scale. This role offers a unique opportunity to shape a long-term influencing and funding strategy that will transform children's lives, extend our reach, and strengthen the profile of our voice and influence across the UK.

If this excites you and you believe you could be the leader we are looking for, we would be delighted to hear from you.

Simon Antrobus Chief Executive







About Us

BBC Children in Need believes that every child should have the chance to thrive and be the best they can be. For this to happen, we want every child to have someone they can turn to for help or support to overcome challenges they face. That's why we fund people and projects in communities across the UK - so that wherever a child lives, there's someone they can turn to.

We seek to realise our charitable ambition by supporting, promoting and publicising work that addresses the challenges that children and young people face, and that builds up their skills and resilience. We act where the need is greatest and aim to create positive and lasting change across the UK for the children and young people who need us most by funding, enabling and advocating positive relationships in children's lives.

We want every child to have someone they can turn to for help or support to overcome the challenges they face. We aim to make sure that for a child living without food, clothing, and a bed, there is someone able to provide for them; for a child who is anxious, isolated or grieving, there is someone qualified to talk to them; for teenagers living in communities facing inequality, violence or lack of opportunity, there is someone trained to mentor them; and that for children living with serious illness, disability or carrying a load that's just too heavy to manage alone, there is someone there to support them.

BBC Children in Need supports children in the communities where they live. We fund amazing people in family centres, community spaces, youth clubs and refuges, homeless shelters, hospices and helplines in England, Scotland, Wales and Northern Ireland.

Together with the BBC and our partners, we aim to inspire the nation and unite communities to support us in our work, supporting children in the communities where they live.

Our strategic Priorities

We are now three years into the delivery of our 2022-2027 strategy, we are making good progress and aligning efforts against our four strategic priorities of:

- Broadening and Deepening our Impact
- Creatively Engaging with Audiences and Supporters
- Strategically Growing our Income
- Striving for Operational Excellence

For further information on BBC CiN, please click here. You can also find out more by reading our latest **Annual Report**.







Role description

Role title: Chief Officer, Children and Families

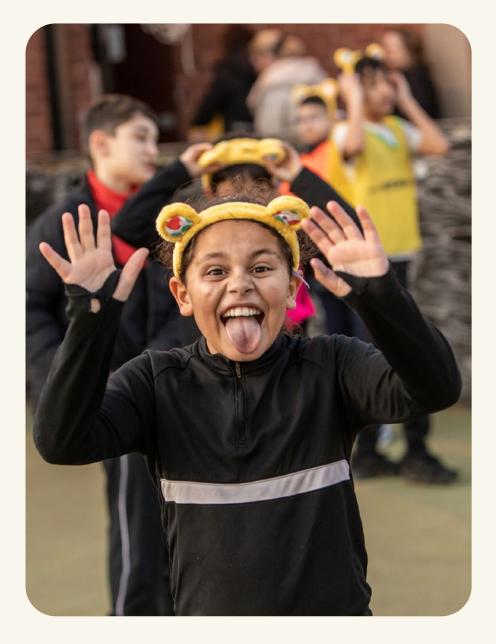
Reports to: Chief Executive

Role purpose

This is a key a Chief Officer level role for BBC Children in Need (CIN), leading on all matters affecting Children and Families. Responsible for translating charity strategy into long-term plans to broaden and deepen our impact for children and young people. The role will work closely with the Chief Officer Group, Board, Trustees, and the BBC to lead and design a long-term influencing and funding strategy, and work alongside the CEO as a senior spokesperson for the charity.

Main responsibilities

- Developing and owning the strategy for Children and Families and articulating the change we want to see for children.
- Providing strategic leadership of our funding and grant making strategy, with senior sponsorship of our all our direct impact work with children and families.
- Providing strategic leadership of our influencing, partnership and collaboration work.
 This includes developing and delivering our influencing strategy for CiN, working closely with policy makers, and establishing strategic funding partnerships and collaborations in support of our strategy.
- Providing strategic impact guidance to the Chief Officer Group, Board and the wider organisation, ensuring it is fully informed of developments in children and families' services, support and the wider funding environment.
- Identifying, understanding and making the case for new opportunities to deliver change for children and families that will enable CiN to take its strategy forward.
- Representing the Charity at the highest levels, engaging credibly, dynamically and charismatically internally and externally, including charity funding partners and stakeholders, members of the Media and Government.
- Providing exceptional leadership to a large staff team, fostering a culture of belonging, support and inclusion whilst driving high performance.







Person specification

Part One

Knowledge and experience

- A proven leader at Executive Board level
- Demonstratable, deep specialist knowledge of the issues affecting children and young people in the UK and the systems and structures that support them.
- An experienced leader of people and change with broad and comprehensive understanding of theories, systems and practices relevant to leading and developing a high-performing team.
- Experienced spokesperson who will be comfortable in a range of settings including with the media and government.

Part Two Skills and abilities

- Able to act as a strategic leader, bringing deep specialist knowledge, and inspiring and motivating your team to deliver against strategic objectives.
- Able to be a convincing and persuasive communicator, influencing at the highest levels and establishing effective and collaborative relations across the sector and the BBC.

Part Three Leadership style and behaviours

 Demonstrate exceptional leadership, communication, and engagement skills to drive a culture of impact within the organisation.







Terms of appointment

Location

Flexible but with regular travel to CiN HQ in Salford and other BBC / CiN sites as required.

Salary

A competitive salary and benefits package which includes:

Annual leave

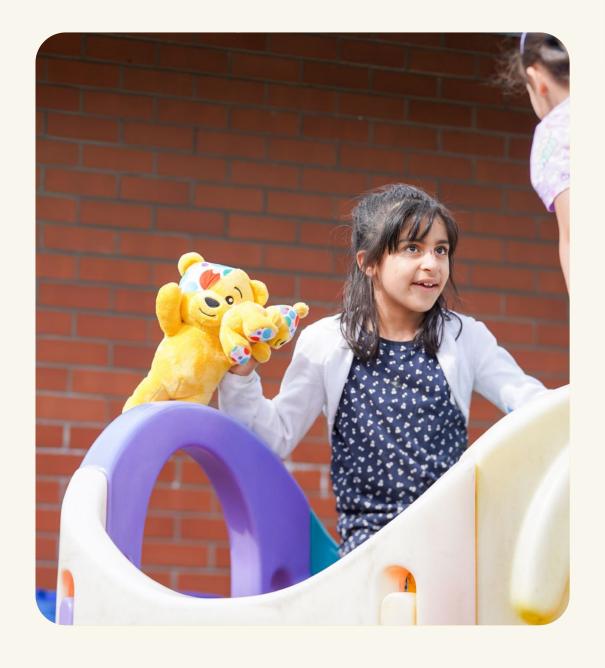
25 days, plus a BBC Corporation Day

Pension

A BBC contribution of up to 10% of salary

Additional benefits

You will have access to a wide range of benefits offered through the BBC. Please <u>click here</u> for further information on the full range of benefits offered.







How to apply

To make an application, please go to https://starfishsearch.com/ jobs/cin-co-cf/ and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A covering letter that sets out your motivation for the role and describes the specific experience you can bring to the appointment.

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.

Recruitment timetable

Closing date: Friday 24th October 2025

Preliminary interviews with Starfish: w/c 3rd November 2025

Final Panel interviews: Mid to late November 2025

