

The image features a large yellow circle in the top left corner containing the BBC logo and the text 'CHILDREN IN NEED'. The background is a bright blue sky with scattered, colorful balloons in various colors including red, orange, yellow, green, blue, purple, and pink. The balloons are of different sizes and are scattered across the entire frame, creating a festive and cheerful atmosphere.

**BBC**  
**CHILDREN  
IN NEED**

**BBC Children in Need, Chief Executive  
March 2026**

**Candidate brief**

# Welcome

Dear Candidate,

Thank you for your interest in the role of Chief Executive of BBC Children in Need.

For over four decades, Children in Need has held a unique place in the hearts of the public, bringing people together across the UK to improve the lives of children and young people. Today, our purpose is as urgent as ever. The challenges facing young people are evolving and, in many cases, intensifying. Our ambition must evolve with them.

We are fortunate to be building from a position of strength. The charity has a clear strategy through to 2027, a deeply committed team, and strong momentum from our most recent appeal. Children in Need is not only a grant-maker; it is a national platform, a convenor, and a catalyst for change in communities across the UK. Our relationship with the BBC reflects a shared belief that, together, we can amplify impact far beyond what funding alone can achieve.

At the same time, we operate in a complex and highly visible environment. We support around 1,500 organisations nationwide and must steward our reputation with care and integrity. We sit at the intersection of national influence and local impact. Leading in this context requires judgement, resilience, and the ability to work collaboratively across a diverse, multi-stakeholder ecosystem.

We are seeking a Chief Executive who will build on our current position and increase our reach and income. We are looking for confident, values-led leadership; someone who can inspire trust internally and externally, strengthen operational delivery, and continue to build a constructive, mutually beneficial partnership with the BBC. We are not looking for reinvention for its own sake. Rather, we are seeking a leader who will harness the charity's strengths to deepen and evidence our impact, ensuring that Children in Need continues to play a distinctive, unifying, and forward-looking role in improving life chances for young people across the UK.

Above all, we are looking for someone who believes passionately in the life chances of children and young people - someone who understands that fundraising is not the end goal, but the engine that enables lasting, measurable change in communities.

This is a rare opportunity to lead one of the UK's most recognised charities at a pivotal time. If you are motivated by impact at scale and the chance to shape the future of support for children and young people, we look forward to learning more about your leadership.

Yours sincerely,  
James Fairclough  
Chair, BBC Children in Need



Children in need- 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 Charitable Ambition

Our ambition is for all children and young people have the opportunity to thrive and be the best they can be. And our purpose is to create positive and lasting change for children and young people across the UK who need us the most.

To find out about our priorities and plans to achieve this ambition, you can read more in our latest [Annual Report](#).



# Role description

**Role title:** Chief Executive  
**Reports to:** Chair, BBC Children in Need

## Role purpose

The Chief Executive Officer leads the charity, inspiring staff and stakeholders, and manages resources prudently. The CEO will build on our current position and increase our reach and income, shaping and implementing the strategic direction of the charity with appropriate engagement from staff and Trustees.

Reporting to the Chair of the Board of Trustees, the post holder leads BBC Children in Need's Senior Leadership team (Chief Officer Group) and, with the support of this team, leads the organisation to ensure that its activities meet the strategic and business objectives.

## Key Responsibilities

- Responsible for the overall direction, leadership and forward planning of BBC Children in Need within a strategic framework approved by the Trustees.
- Responsible for the leadership, motivation, well-being and efficiency of circa 140 staff, and overseeing our relationships with external partners, volunteers, and grantees and charity partners, actively championing collaboration, creativity and diversity.
- Accountable for the commercial, strategic, financial, funding and operational success of the charity.
- Overall responsibility for the financial and P&L management of the charity, overseeing annual income of circa £55m and a complex, multi-year grants portfolio valued at approximately £96m (as at December 2025), comprising around 1,600 active grants and projects.
- Responsible for maintaining and raising the profile of BBC Children in Need both internally and externally as the BBC's UK charity partner and overseeing how we work with the BBC to tell the story of the challenges facing UK young people.
- To be a public champion for BBC Children in Need, representing the BBC across the UK, actively leading our voice and narrative across the children's and charity sectors.
- Support the Board of Trustees in the governance of the charity, reporting to them appropriately and working closely with the BBC to ensure that BBC Children in Need enhances the values, strategy, and reputation of the BBC and that opportunities for close working are maximised.
- Ensure the work of Children in Need is meets the highest standards of compliance with appropriate legal, BBC editorial, charity commission, safety, supporter and donor requirements, and that the charity's work is rigorously evaluated and delivered with due attention to diversity, equality and inclusion, sustainability and value for money.



# Person specification

## Knowledge and Experience

- Significant experience operating at Chief Executive or Executive Board level within a complex, highly visible environment.
- A strong track record of working with and influencing Boards of Trustees and committee structures.
- Good understanding of the UK voluntary and community sector, ideally including grant-making and/or services supporting children and young people.
- Credible external ambassador, with experience engaging senior stakeholders across the sector, government and/or major national partners.
- Proven experience of setting and delivering organisational strategy and leading through change, to deliver an increase in income and reach.
- Experience of leading complex organisations and building high performing cultures.

## Skills and Abilities

- Skilled at articulating a clear organisational vision and translating this into deliverable plans.
- Ability to adapt within an evolving media and fundraising landscape.
- Confident decision-maker, exercising sound judgement and accountability.
- Strong organisational and financial grip, with the ability to prioritise and deploy resources effectively.
- Exceptional communicator, able to adapt style to diverse audiences.
- Highly effective influencer, including at senior levels within large partner organisations such as the BBC.
- Strong collaborator, able to build alignment across complex stakeholder environments.

## Leadership Style and Behaviours

- Values-led, inclusive leader who fosters a high-performing culture.
- Able to inspire and mobilise others around a shared purpose.
- Resilient and emotionally intelligent, maintaining effectiveness in a high-profile environment.
- Adaptable and open to challenge, with confidence navigating complexity.
- Comfortable operating within a Board-led charity and in close partnership with the BBC.



# Terms

## Location

Flexible but must be willing to have a regular presence at CiN HQ in Salford and to travel to other BBC /CiN sites as required.

## Salary

A competitive salary in line with the BBC Senior Leaders (SL) reward framework, plus a 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 click [here](#) for further information on the full range of benefits offered.



Children in need- Chief Executive



# How to apply

To make an application, please go to <https://starfishsearch.com/jobs/cin-ceo/> 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

<b>Closing date:</b>	Sunday 19 <sup>th</sup> April 2026 (midnight)
<b>Preliminary interviews with Starfish:</b>	4 <sup>th</sup> -15 <sup>th</sup> May 2026
<b>Final Panel interviews:</b>	Early June 2026

