

The image features a background of numerous colorful balloons in shades of red, orange, yellow, green, blue, purple, and pink, floating against a bright blue sky with soft white clouds. In the top left corner, there is a large yellow circle containing the BBC logo and the text 'CHILDREN IN NEED'.

BBC
**CHILDREN
IN NEED**

BBC Children in Need, Chief Officer for Children

May 2026

Candidate brief

Welcome

Dear Candidate,

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

For over four decades, BBC 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, that mission feels more urgent than ever, as the challenges children face continue to evolve and intensify. Our ambition must evolve with them.

This is a pivotal leadership role at the heart of that ambition. You will shape how we create impact - leading our approach to funding, enabling and communicating to drive change so that more children, in more communities, can thrive. You will oversee around £50m of annual investment, ensuring every decision is strategic, evidence-led and focused on where we can make the greatest difference.

This is also a deeply important people leadership role. You will build and lead an inclusive, high-performing team and work across the organisation and beyond it to strengthen practice, partnerships and outcomes for children and young people.

We are looking for a values-led leader with a deep understanding of the issues affecting children and young people across the UK today, and the drive to make a real difference.

Equity, diversity, inclusion and a genuine sense of belonging must sit at the heart of how we work and lead. We warmly welcome applications from people whose perspectives and lived experience reflect the children and communities we serve.

This is a rare opportunity to help shape the future of one of the UK's most recognised charities at a time that truly matters.

Yours Sincerely

Claire Hoyle
Interim CEO, BBC Children in Need



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 Officer for Children

Reports to: Chief Executive, BBC Children in Need

Job purpose

To lead BBC Children in Need's work to create the greatest possible impact for children and young people across the UK through our funding, enabling and communications activity – funding people and organisations to create positive change for children, equipping others with insight and tools to strengthen practice and outcomes, and helping shape public understanding and inspire action on the issues children face.

The role is responsible for shaping and delivering the organisation's impact and grant making strategy, ensuring funding is strategically targeted, evidence-led and aligned to organisational priorities. The role oversees the effective stewardship and impact of c.£50m of annual grant funding.

Working closely with colleagues across the organisation, the role ensures evidence, insight and learning inform decision-making, prioritisation and the organisation's wider contribution to improving outcomes for children and young people.

The role also leads strategic external engagement and partnerships relating to children and young people, helping position BBC Children in Need as a trusted and credible voice on the issues affecting children across the UK.

As a member of the Executive Team, the role contributes to the overall strategic leadership, culture and performance of the organisation. As part of a relatively small and agile organisation, the role combines strategic leadership with a willingness to work in a hands-on and collaborative way to support delivery and organisational priorities.



Role description

Key Responsibilities

Strategic Leadership & Impact

- Lead the development and delivery of the organisation's Change for Children strategy, ensuring funding is focused, evidence-led and aligned to strategic priorities.
- Lead strategic choices about where the organisation focuses its funding, enabling and communications activity to maximise impact for children and young people.
- Ensure the organisation's funding, enabling and communications activity work together to create joined-up and sustainable impact for children and young people.
- Ensure evidence, insight and learning inform organisational priorities, funding approaches and strategic decision-making.
- Ensure learning, insight and practical tools are used to support organisations, practitioners and partners to strengthen outcomes for children and young people.
- Contribute to the development and delivery of the organisation's overall strategy as a member of the Executive Team.

Grant Making & Funding Impact

- Hold overall accountability for the organisation's grant making approach, funding strategy and impact.
- Oversee the effective stewardship and distribution of c.£50m annual grant funding, ensuring funding is distributed fairly, effectively and in line with organisational priorities, values and governance requirements.
- Ensure learning from funded work is captured and used to strengthen future funding decisions and organisational impact.
- Work closely with the Director of Grant making to ensure excellent delivery, strong governance and continuous improvement across all grant making activity.

External Engagement, Enabling & Partnerships

- Lead the organisation's external engagement and strategic relationships across government, sector partners and academia.
- Use evidence, insight and learning from funded work to help improve practice, shape public understanding and inspire action on the issues affecting children and young people.
- Lead the development of a pipeline of strategic partnerships with funders, government and other organisations to maximise the organisation's funding power and impact for children and young people.
- With the Chief Campaigns & Engagement Officer, identify opportunities where the organisation can use its platform, partnerships and voice to drive change for children.



Role description

Leadership & Culture

- Lead and develop a high-performing function, creating a culture of accountability, collaboration and continuous improvement.
- Build strong and inclusive leadership across the team, ensuring clarity of priorities, expectations and ways of working.
- Champion the organisation's values and contribute to creating a positive, high-performing organisational culture.
- Work collaboratively across the Executive Team to ensure strong organisational leadership and delivery.

Governance, Financial & Operational Accountability

- Accountable for significant grant budgets and associated resources, ensuring strong financial stewardship, impact and value for money.
- Ensure appropriate governance, safeguarding, risk management and decision-making processes are in place across the function.
- Support and advise the Board of Trustees and relevant Committees on strategic issues relating to children and young people.
- Ensure effective performance management, planning and reporting across the function.



Person specification

Knowledge, Skills, Training & Experience

Essential

- Significant senior leadership experience in the charitable, public or related sectors.
- Strong experience of leading strategic grant making, impact or related functions at a senior level.
- Experience of overseeing significant funding budgets and ensuring strong impact, governance and value for money.
- Strong understanding of the issues affecting children and young people across the UK.
- Experience of using evidence, insight and learning to shape strategy, prioritisation and decision-making.
- Experience of leading organisational strategy and change within complex stakeholder environments.
- Strong experience of leading and developing high-performing teams and organisational culture.
- Experience of working effectively with Boards, Committees and senior stakeholders.
- Comfortable operating strategically while also working in a hands-on and collaborative way within a relatively small organisation.

Desirable

- Understanding of the UK funding and grant making landscape.
- Experience of working within or alongside media, communications or public engagement organisations.
- Knowledge of policy and public affairs relating to children and young people across the UK.



Terms

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 click [here](#) for further information on the full range of benefits offered.



How to apply

We hope you will consider making an application. To make an application, visit the website [here](#) 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.

Recruitment timetable

Closing date:	Sunday 28 th June 2026
Preliminary interviews with Starfish:	w/c 1st and 6 th July 2026
Final Panel interviews:	Friday 24 th July 2026

