

Appointment of CEO

March 2024 | Reference: RBMSA1



01 WELCOME

Dear Candidate,

Thank you for your interest in becoming the Chief Executive of Schoolreaders. As the current Founder CEO, as well as the Chair of Trustees, I am looking forward to handing on the reins to an ambitious and strategic leader who will take the charity to its next level.

Schoolreaders is in its 10th anniversary year. The charity has grown during that time to become a fully-fledged child literacy charity that is currently supporting over 23,000 children with one-to-one reading support each week across 1,100 primary schools. The charity has experienced strong annual growth in line with its strategic plan and, having now established its foundations and proven its simple, cost-effective, scalable model, is able to grow much, much further.

It is an exciting time for a Chief Executive to be joining the charity. There is still much to do in terms of reaching the thousands more children needing this vital, life-changing reading support. You will be able to help shape the future strategy and growth, as well as continue to build on the foundations of the charity. The charity is young enough to still provide great opportunity for new ideas and improvement.

Over the past ten years some excellent and loyal funding partnerships have been established, but there are areas of potential funding that have not yet been explored. The new CEO will be joining a dedicated staff team and be supported by an excellent Board of Trustees. You will be bringing strong leadership and experience to this young, thriving charity looking to move into its next phase of development and 'life journey'. I am excited at the potential that this new appointment brings to Schoolreaders and am very much looking forward to supporting and working with the new Chief Executive.

Yours sincerely

Jane Whitbread

Founder and Chair Schoolreaders





02 ABOUT US

Our Vision

For every child to read well.

Our Mission

To improve literacy across the nation by creating a network of volunteers who listen to children read in their local primary schools.

Please take a look at our website: <https://www.schoolreaders.org>

Our Values

INSPIRING Inspire children with volunteers who will listen to the children read, support them and build their confidence in reading. Inspire communities to engage with schools locally and we will energise our existing volunteers, sharing our successes and demonstrating the positive impact of community support.

DYNAMIC Be bold and deliver on our strategy with determination and energy. Be responsive, listen to others and welcome new ideas. Strive to be better through ongoing review, improvement and innovation of our services.

TRUSTED Set high standards of service to create a scheme both schools and volunteers trust. Ensure strong leadership and good governance. Act with integrity and compassion. Monitor processes and measure outcomes in order to maintain the focus and effectiveness of the scheme.

INCLUSIVE Encourage all schools to access the Schoolreaders scheme in order to support their pupils. Encourage all communities to participate in the scheme, supporting schools local to them. Provide fair and open access to volunteer opportunities and welcome applications from all backgrounds.

"We are struggling considerably with hearing children read. We have 52% of our children receiving Pupil Premium. Our community is made up of a range of parents most of whom are illiterate, or extremely weak with their basic English skills. We would benefit from between 8 and 12 readers but would appreciate as few as 1."

Partner School, Lowestoft.

03 WHAT WE DO



“We are delighted to be funding you. The Committee thought your operating model was brilliant”

Worshipful Company of Grocers

One in four children are currently leaving primary school not able to read to the expected standard. That means that a quarter of children in this country have their life opportunities diminished at the age of eleven as they will not be able to access their secondary education fully. The disruption to education caused by the pandemic has exacerbated this situation particularly for the most disadvantaged children. Literacy among six-year-olds in England has declined to the lowest level in almost a decade and only 10% of disadvantaged children who leave primary school with their reading below the expected standard get passes in English and Mathematics at GCSE.

Schoolreaders focuses on reaching the most disadvantaged children, targeting schools that have high proportions of pupils on free school meals as these are the pupils who are most at risk of falling behind in their reading.

The Schoolreaders model is simple, scalable, proven and cost-efficient with a staff to volunteer ratio of 1:130, which means every penny donated has a leveraged impact. It costs Schoolreaders just £50 to provide a child with weekly one to one support for an entire year.

Volunteers are recruited from the local community that schools are based in because this deepens community links. Volunteers receive training on safeguarding and best reading support practice. Volunteers commit to a minimum of one year, and on average each volunteer gives 2.8 hours per week in school. Schoolreaders is the only national child literacy charity providing in-school volunteers that is free to schools. This is because Schoolreaders wants every child to have the opportunity to learn to read well regardless of a school's financial situation.

04 IMPACT & PLANS FOR THE FUTURE

In ten years of Schoolreaders, our volunteers have provided over 1.9 million one-to-one reading sessions. To hear more about our impact, click [here](#).

By the end of the 22/23 school year:

- ▶ We exceeded our target of providing over 18,000 children with weekly face-to-face reading sessions. This represents 78% growth on the previous year.
- ▶ 800 new volunteers were recruited and placed into primary schools during the year.
- ▶ Over half of all new volunteers (53%) were placed in schools in the most deprived areas with the most disadvantaged children.

Schoolreaders' 2022 annual research with The Institute for Research in Education at the University of Bedfordshire shows that **87%** of children improved their reading age over one term, 100% over three terms, and **93%** improved their reading confidence after time spent with a Schoolreaders Volunteer.

Partner Schools reported Schoolreaders Volunteers had a positive effect on children's reading confidence (**93%**), reading enjoyment (**87%**) and reading fluency (**76%**).

99% of Schoolreaders volunteers would recommend being a Schoolreaders volunteer.

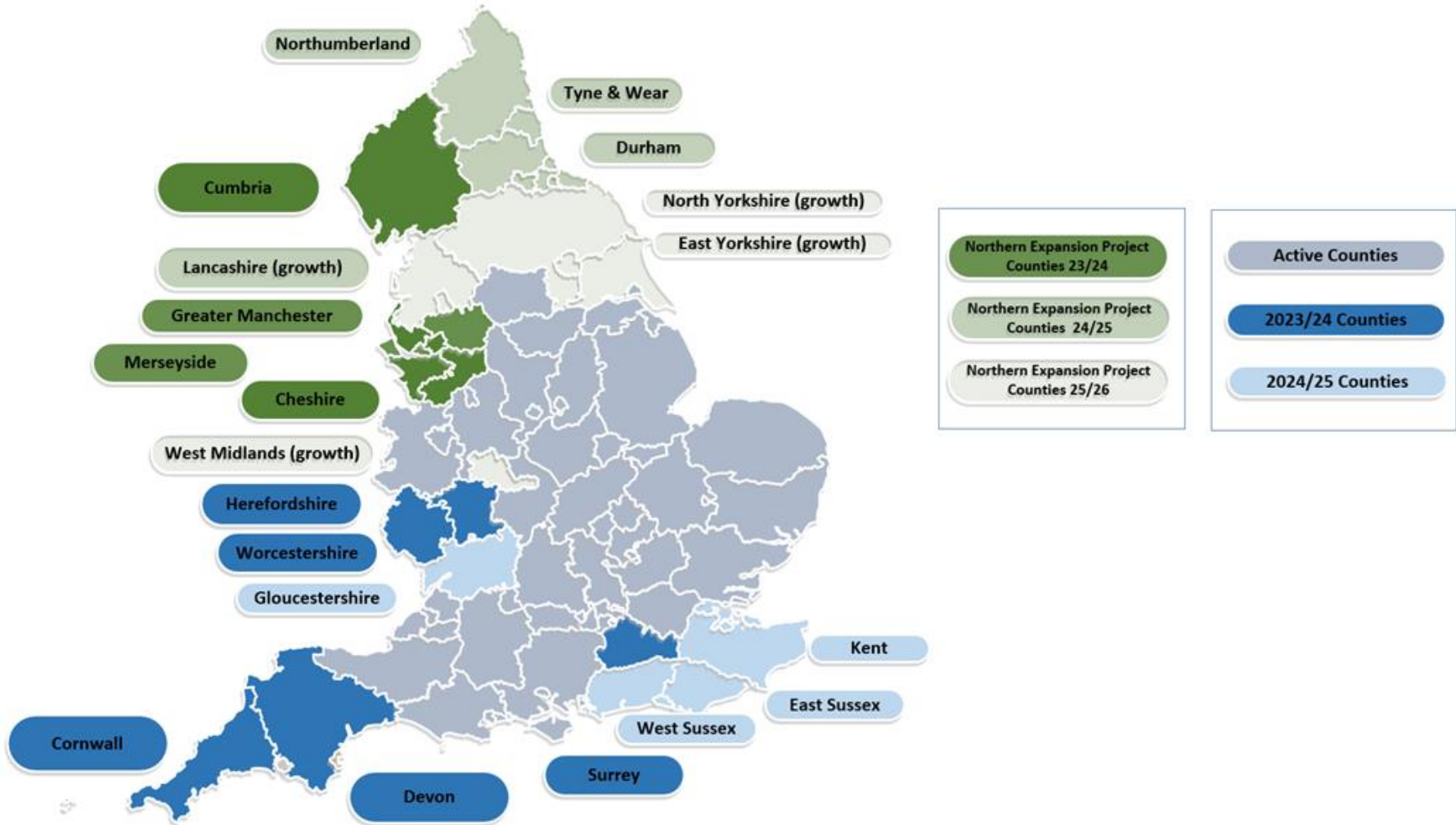
From 12 Partner schools in Bedford in 2013 we are now working across the entire country.

Children in every county in England are supported by Schoolreaders volunteers. However, there is much more growth needed in order to reach the thousands more children needing this vital reading support. Without reading ability a child is denied access to learning.

A recent significant funding gain will enable a large programme in the north of England over the next three years. In addition, targeted support will be directed at reaching the most disadvantaged children in a planned strategy for other counties across the country.

Our plan is to be supporting 50,000 pupils a week by the end of the 2025/26 academic year.

05 SCHOOLREADERS COUNTY MAP 2023 TO 2025



06 THE ROLE OF CHIEF EXECUTIVE

Schoolreaders is looking to appoint a Chief Executive who will be ambitious for the organisation and for the young people we serve.

They will take the organisation forward and build upon its successes to date. The charity has undergone rapid growth in response to the market need which has been executed in line with the strategic plan. The new CEO will lead and manage this continued growth, in particular with a project in the north of England over the next three years due to a large funding gain. They will make sure we are well run and that impact stays at the heart of what we do.

The charity is run on a day-to-day basis by the Chief Executive, assisted by around 25 staff. The Senior Team comprises: the Chief Executive, Head of Operations, Head of Business Support, Head of Fundraising, Head of Finance and Head of Governance.

This is an exceptional opportunity for a candidate with senior executive level experience in the charitable, public or business sector to join a growing charity which is delivering proven impact to over 23,000 children weekly, and increasing their life chances through improved literacy. We are looking for someone with a track record of strategic leadership and team building, who will be ambitious for our work and has excellent verbal and written communication skills.

The CEO reports to the Board of Trustees as a whole and will be line managed by the Chair of Trustees on behalf of the Board.

“At the end of the autumn term, the majority of pupils involved in the programme had increased their reading age by 5 months.”

Headteacher at Camestone Primary, Kempston



Key responsibilities

LEADERSHIP & STRATEGY

To provide leadership to the charity and to be responsible for the management and administration of the charity within the strategic and accountability frameworks laid down by the Board of Trustees.

GOVERNANCE

Together with the Chair, to enable the Board of Trustees to fulfil its duties and responsibilities for the proper governance of the charity and to ensure that the Board receives timely advice and appropriate information on all relevant matters.

Responsibilities include:

- ▶ Promoting the strategic development and direction of the Charity
- ▶ Leading, motivating, supporting and developing all staff in order to secure continuous improvement and develop a first-class Leadership Team and organisation
- ▶ Delivery of the strategic plan as agreed with the Board
- ▶ Promoting the Charity's work in national and local forums
- ▶ Actively promoting and supporting the fundraising activities of the Charity
- ▶ Ensuring the investment in staff and resources is commensurate with the needs of the Operational Plans as they are adapted from time to time
- ▶ Reporting regularly to Trustees on all issues affecting performance, administration, compliance, health and safety and safeguarding
- ▶ Accounting for the efficiency and effectiveness of the Charity
- ▶ Ensuring compliance with Charity law

07 THE PERSON

ESSENTIAL

- ▶ Proven Leadership skills: motivate staff and volunteers and demonstrate personal drive and energy to achieve this
- ▶ Excellent communication skills: communicate in an effective and engaging manner internally and externally be that in written format or through face-to-face communication
- ▶ Advocacy skills: represent the charity as the public and private face of the organisation and effectively promote its aims
- ▶ Excellent interpersonal skills: build relationships with a variety of people, from beneficiaries and staff members to senior corporate executives, opinion formers, funders and industry partners
- ▶ Financial acumen: set and operate budgets, manage income and expenditure and reserves level
- ▶ Fully computer literate with excellent IT skills, and up to date with technology opportunities
- ▶ Senior executive level experience
- ▶ Proven track record in leading significant growth
- ▶ An undergraduate degree is expected or equivalent level business management qualifications

DESIREABLE

- ▶ Knowledge and understanding of good practice and legislation, including statutory, charity, GDPR and fundraising
- ▶ Good knowledge of the Charity Commission and its requirements
- ▶ Hands-on experience of working with, and developing volunteer and donor management databases
- ▶ Experience of Salesforce or other CRM systems



Helping

Children

to Read
Well

08 SALARY, BENEFITS & FLEXIBLE WORKING

- ▶ This is a 32 to 37.5 hrs/week role. Hours and location are flexible – partly home-based by arrangement, but travel to the Bedford office will be required three to four days a week for management meetings and team leadership.
- ▶ The post-holder is required to work such reasonable additional hours as the needs of the post demand.
- ▶ Travel to Bedford or London for trustee meetings will be required as necessary (including occasional evenings).
- ▶ Occasional travel to meet with key stakeholders and supporters will also be part of the role.
- ▶ The office is a 15-minute walk from Bedford Station.
- ▶ Salary - circa £80,000
- ▶ Holiday entitlement: 25 days, plus 1 day birthday leave and bank holidays.
- ▶ Probationary period: Six months.
- ▶ Pension: the post holder will be automatically enrolled into the qualifying works pension scheme, contributing 5% for employees and 3% for employers.

09 TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to Schoolreaders on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **RBMSA I**

Click on the 'apply' button and follow the instructions to upload a CV and personal statement and complete the online equal opportunities monitoring* form.

The closing date for applications is **noon on Monday 15 April**

*The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.





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