



The Unified Early Childhood Campaign

Appointment of

Chair

April 2025 Ref Code CBTMA

Saxton Bampfylde

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A message from the Co-Founders

We are delighted that you are considering this important opportunity to Chair the Unified Early Childhood Campaign. This is a brand new effort to support collective and impactful advocacy efforts for early childhood development in the UK. The person who steps into the Chair role will play a vital part in helping us build a strong base for changing how we value and prioritise early childhood across the country.

Our goal is a society that understands and acts upon the fact that children's early years are everyone's priority, and that by investing in early childhood, we are building a thriving and more prosperous society, for all. We want this to show up in actions taken at every level - from the media, to Parliament and industry, to schools, hospitals, and kitchen tables.

At the moment, advocates working on early childhood development are fighting an uphill battle in everything we do. For all our well-evidenced research and carefully written advocacy strategies, most of those we seek to influence just do not see the importance of early childhood - and if they do, they think that only individual families can have an impact on a child's outcomes. This operating environment makes genuine progress hard to win, and harder to maintain.

We want to create a simple, powerful story about early childhood that helps us make the case for positive changes and policies. This story needs to strengthen and bring together a broad coalition of existing and new advocacy efforts, and be based on shared societal values. It needs to be as resilient as possible to economic or political change.

Our ambition is to achieve significant and lasting investment in our youngest children and their families, so that every child, no matter their background, has the chance to thrive. If you'd like to find out more about joining us to help guide lead this important campaign, we would be very happy to receive your application.

Our partners at Saxton Bampfylde are there to answer any questions you might have about this role and what we're trying to achieve. You can find their contact details in this information.

Yours faithfully,

Ethos Foundation, Kindred Squared, Collective Futures, Impact On Urban Health.



Impact on Urban Health

Changing the Story about Early Childhood Development in the UK: A Long-Term Advocacy Plan

Who we are

We are a collective of philanthropic funders, charities and think tanks united by a shared vision: to transform national understanding and prioritisation of early childhood development to unlock opportunity for all children in the UK.

As funders, we work on a broad range of critical issues that support children's earliest years; from education and public health to child poverty and housing, but we are all united by the shared belief that the foundations for a thriving society start from birth.

We're committed to pooling resources across this agenda to ensure that all children can thrive in their early years and contribute to a more prosperous, equitable society.

The Problem

The early years matter most. It is well evidenced that experiences during early childhood shape babies' development in ways that affect health, wellbeing and productivity throughout the course of life. These experiences also have significant ripple effects on the economy and wider society. The evidence highlights that parent-child relationships and the home environment have the greatest influence on child outcomes.

However, UK society's systems and structures are not designed to prioritise early childhood or acknowledge the critical importance of a child's earliest years. Against a background of high rates of poverty and limited parental leave access to the resources that support families to thrive, such as pre- and postnatal care; early years services; early

education and childcare; quality housing and nutritious food is limited. As a result, household income and early years outcomes are strongly linked, with some of the highest early years inequalities in Europe.

A significant barrier to change is low public understanding of why and how children's early years matter. Fragmented communications and advocacy efforts among stakeholder's risk reinforcing this misunderstanding.

The Opportunity

We coordinate and scale up communication efforts around narratives that help improve public understanding in order to 'change the story' in UK society about early years.

Changing the story – to one that taps into multiple policy goals and shared societal values – would help us to make the most of current opportunities such as a Government commitment to the 'Best Start in Life', and the Child Poverty Taskforce. It would also guard against longer-term political change by demonstrating alignment with national economic growth and prosperity.

Philanthropy – if strategic and collective – is uniquely placed and ready to support this type of work as it requires organisational time and resource.

This type of campaign approach has been tried and tested across a number of issues. For example, marriage equality, smoking cessation, mental health, and climate change. These case studies mean we have methodology, expertise and lessons to draw from.

The Advocacy Engine – Development Phase

Based on our stakeholder engagement to date and review of similar behaviour and narrative change initiatives, our recommendation is to build a long-term advocacy engine rather than a single-issue campaign.

The **overarching goal of development phase of the initiative** will be to:

- Increase understanding of WHY early childhood matters to all
- Increase understanding of HOW parenting and home shapes early childhood
- Help organisations work together to turn increased understanding of early years into impactful action – WHAT works to improve ECD

By the end of the Development phase, we will have commissioned expertise in developing external framing and communications to translate strategies around framing parenting and early childhood development into a communications delivery plan. We will build a broad coalition to support impactful action building on improved understanding about the importance of early childhood development, parenting and home.





The role

The inaugural Chair of the Unified Early Childhood Campaign will play a critical leadership role in governance, convening the new coalition, guiding its vision, strategy, and impact. The Chair will lead the campaign's Board, and oversee the formation of the campaign team including its Director, as well as engage with other key stakeholders and community members.

Candidates do not have to be from the Early Years sector, but will ideally have strong governance credentials and led complex strategies with demonstrable results. The candidate needs to have a strong value alignment with the campaign mission, with exceptional leadership and advocacy skills and the gravitas to support building our coalition and engaging a diverse set of highly influential targets. This individual will be responsible for ensuring that governance and leadership of the campaign is set up to succeed in the long-term.

Principal responsibilities

The Chair's role in terms of visionary and strategic leadership will:

Bring convening power at governance level working alongside the Board to provide strategic leadership to the Campaign, supporting the Director and core team to develop and implement a strategic plan. To help bring together the diverse organisations whose voices are influential amongst the public, Government and business, and whom we want to mobilise around a shared agenda and communications plan for change.

Embody the campaign's commitment to long-term change in public understanding and prioritisation of early childhood. This will involve deep research of current public understanding, and the rigorous testing of communications principles around which to mobilise a wide coalition cutting across sectors and politics.

Provide leadership to the board including regularly reviewing major risks and associated opportunities and ensure effective governance of the organisation (legal entity TBC). Establish and build a strong, effective, and constructive working relationship with the Director ensuring s/he is held to account for achieving the Campaign's agreed strategic objectives.

Be an advocate for the Campaign amongst key influencers, including policymakers, campaign funders, and public ambassadors.

Ensure that the board incorporates the right balance of skills, knowledge and experience needed to contribute effectively to the campaign.

Chair meetings of the Board effectively and efficiently, bringing impartiality and objectivity to the decision-making process and ensure the sound financial health of the Campaign with appropriate financial reporting and accountability.



Person Specification

Personal Qualities

The ideal candidate will be an experienced and respected leader with exceptional interpersonal and relationship-building skills, comfortable operating in a high-profile role. They will demonstrate tact, diplomacy, and the ability to listen and engage effectively, fostering a collaborative and dynamic team environment.

With extensive experience at a senior strategic leadership level—potentially within a pioneering initiative—they will bring a deep curiosity about the communications strategies that most effectively shift public understanding. Open-minded and adaptable, they will be attuned to the messaging, voices, and channels that can drive the greatest impact.

Likely to be an existing Chair or Non-Executive Director, they will be a person of stature, unquestioned integrity, and independence of mind, with substantial experience across both commercial and not-for-profit organisations. They will have a strong track record of chairing diverse and complex Boards, demonstrating the right balance of empathy and authority to guide decision-making and navigate complexity.

A deep personal commitment to the mission of the Unified Early Childhood Campaign is essential, alongside a strong understanding of the economics and strategic needs of fundraising, research, policy development, and media engagement. They will also have an extensive network, with ready access to senior leadership in business, government, and wider society.

With the intellectual and strategic capacity to help shape and realise the vision of the Unified Early Childhood Campaign, they will be dedicated to driving meaningful, lasting change.

Knowledge and Skills

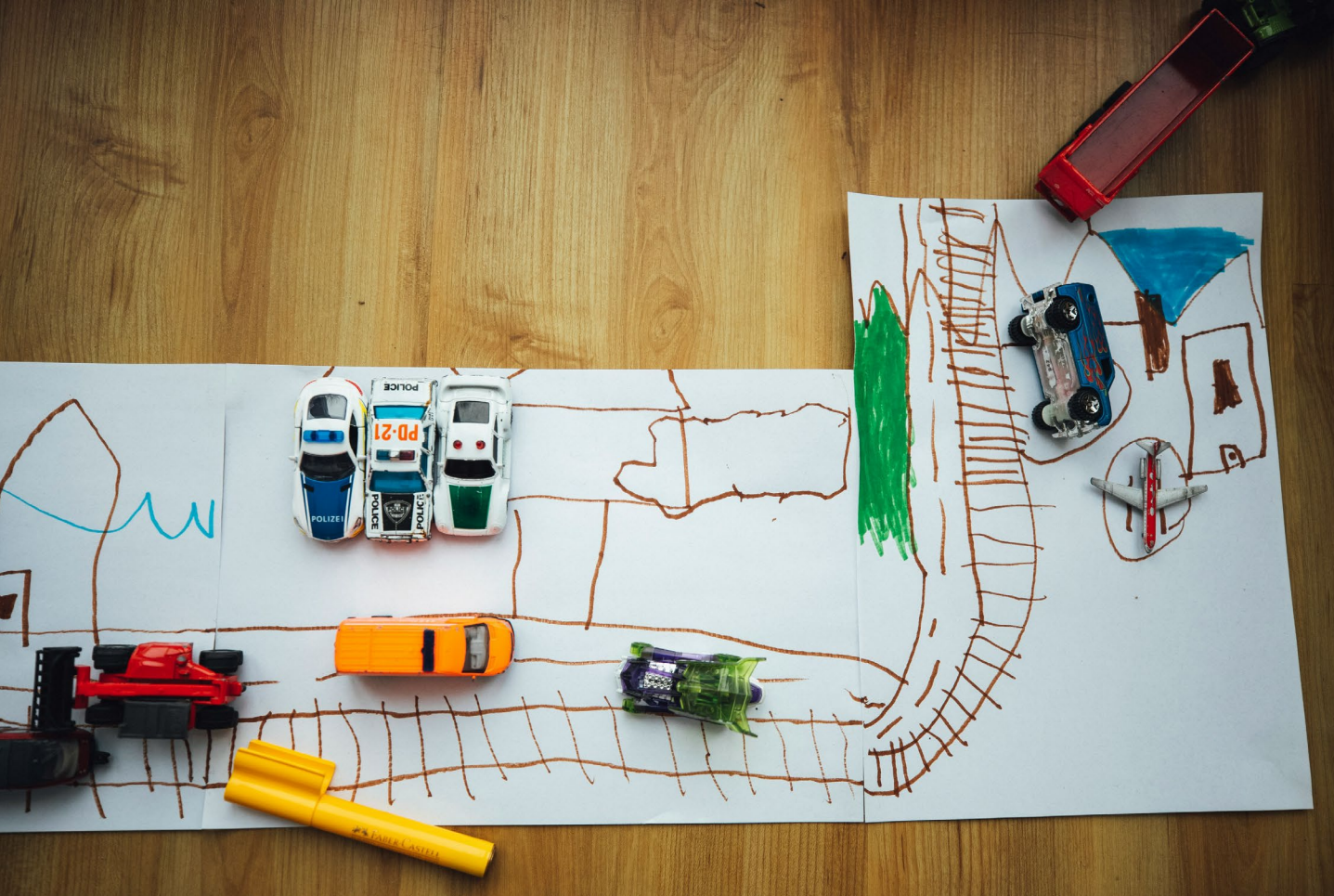
The successful candidate will be a highly effective leader with the ability to inspire and unite staff, volunteers, and stakeholders. They will be a person of influence and gravitas, ideally with experience leading a transformational national campaign or initiative that has delivered systemic impact in a related field.

Experience in driving change from a Business for Good perspective is desirable.

Fundraising experience for large scale complex projects.

Demonstrable experience of engaging with government and high-profile leaders.

While broad knowledge of early childhood, health, education, or related issues would be valuable, a strong ability to navigate complex social change and policy landscapes will be key to success in this role.



Terms of Appointment

Remuneration: The role of Chair is not accompanied by any financial remuneration, although expenses and travel may be claimed.

Time commitment: c.2-3 days a month

Board meetings are expected to be on a quarterly basis unless further meetings are deemed necessary.

Location: Meetings held in London

Process

- Interviews will take place on the week commencing 9th June 2025, with the following interview panel:

- Grant Gordon OBE
- Jess Mills
- Felicity Gillespie

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to The Unified Early Childhood Campaign on this appointment.

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

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

The closing date for applications is noon on **Wednesday 14th May 2025**

* 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.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Due diligence

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