

UNICEF UK

APPOINTMENT BRIEF

unicef 
for every child

Chief Strategic Development Officer

prospect 
EXECUTIVE SEARCH

UNICEF, with the support of the Global Programme to End Child Marriage (GPECM), produced and painted a graffiti on the walls of a secondary school in Monapo district, Mozambique, to sensitize the community on the negative impact of child marriage and on the appropriate reporting channel to follow (Child Helpline 116).

WELCOME

Dear Candidate,

Thank you for your interest in the role of Chief Strategic Development Officer at the UK Committee for UNICEF (UNICEF UK); an absolutely key appointment to our Executive Team.

There couldn't possibly be a more important time for UNICEF UK to be leading the conversation with the UK public about the rights of children throughout the world and in the UK. A conversation which builds the cause for supporting children's rights, enables the UK public and UK institutions to give increasing financial support for UNICEF's work for children and galvanises support for the policies and systems that promote and support the rights of children.

Our new Chief Strategic Development Officer will lead on the delivery of our strategy, enabling us to be even more ambitious for children, and supporting the brilliant work colleagues are already doing. They will be an inclusive and values-led leader, work with colleagues to lay the foundations for our 2027 – 2030 strategy for even greater impact and growth in the future, support innovation to move to scale at pace, fail fast, build learning and track impact, and champion the ongoing development of our approaches to colleague engagement so that we truly do become the best place to work for people who want to change the world for children.

Globally, UNICEF continues to work towards the Sustainable Development Goals for children and young people, and there is a long way to go. With a focus on education, health, mental health, climate and the humanitarian crises that are impacting far too frequently on children, and a presence in 190 countries,

UNICEF is there for every child day-in-day-out, striving for a society in which every child is included without discrimination, has agency, opportunity and their rights fulfilled.

UNICEF UK is responding, growing financial support, growing influence and growing impact. And we are doing it from a very clear view that an inclusive and values-based way of working will have the greatest impact for children, while ensuring we are the very best organisation to work for, for anyone who wants to make a better world for children.

We want applications from experienced leaders drawn from a wide variety of backgrounds to enhance the diversity of our team. The successful candidate will have a strong track record of developing and delivering ambitious strategies, showcasing innovative ways of working in order to be more effective and ambitious, and delivering results for colleague engagement and satisfaction. They will have the versatility to lead our Innovation, Strategy and People teams, and over and above that, they will be a confident role-model of UNICEF UK's values, ensuring they truly are at the heart of everything we do.

The recruitment process will be as rigorous as you would expect for this role, including a key role for our Youth Advisory Board. After that, I am looking forward to welcoming you to UNICEF UK and working with you to achieve even more for children.



**Jon Sparkes,
Chief Executive, UNICEF UK**



A Rights Respecting School

The Rights Respecting Schools Award puts children's rights at the heart of schools in the UK. UNICEF works with schools in the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured and they are able to thrive.

ABOUT US

OUR VISION: A BETTER WORLD FOR EVERY CHILD

We put children first. We inspire and engage supporters to raise funds, promote children's voices and create lasting change for children.

Our diverse, passionate and determined team upholds the UN Convention on the Rights of the Child for children all over the world, including the UK.

Happy children in the village of Sokpokaha, in the North of Côte d'Ivoire.



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OUR FOUR STRATEGIC GOALS FOR 2023-2026:



INCOME

Sustainably grow income to raise £650 million over the strategic period and find efficiencies so that we generate more pence in the pound for programmes for children.



INFLUENCE

Secure strong commitment to child rights both in the UK and internationally, incorporating the UNCRC and return to allocating 0.7% of Gross National Income on aid, by 2026.



UK IMPACT

Transform systems and services for children across health, education, sport and local communities that directly improve the outcomes and life chances of millions of children in the UK by 2026.



OURSELVES

Have a highly effective, engaged, and diverse workforce that live our values, and feel safe and supported to reach their potential to deliver their best work for children.

OUR CULTURE AND VALUES:

WHAT WE STAND FOR AND HOW WE WORK TOGETHER

- **We value each other** as human beings and treat one another equitably, with **kindness and respect**. We make decisions based on how UNICEF UK can do its best work for children.
- We create an **environment where people feel safe to be themselves**, and we support everyone to share their successes, challenges, ideas and concerns.
- **We celebrate diversity** and value each other's opinions, experience, skills, and expertise.
- We **invest time and resources** in ensuring equitable personal and professional development.
- **We're proud of what we achieve together** and support each other to be our best selves.
- We keep our promises by putting our **values into action**.

The values that unite us, that live day to day to allow us to deliver more for children, form our shared commitment to each other:

PUTTING CHILDREN FIRST

We put children first in everything we do.



FINDING SOLUTIONS

We work from an evidence-based, solution-focused approach.



MUTUAL TRUST AND RESPECT

We take time to build trust and take care to treat others with respect.



INCLUSION AND BELONGING

We embrace diversity and take proactive steps to be inclusive.



COMPASSION

We care about each other, our wellbeing, and our development.



COLLABORATION

We seek ways to work together better to increase our impact for children.



Azzam, 12, plays with his friends during a sports class in the yard of his school in rural Damascus, Syria.



EQUITY, DIVERSITY AND INCLUSION

UNICEF UK has a longstanding commitment to diversity and inclusion, underpinning the work we do for children all around the world. Our vision is a diverse and inclusive working culture that empowers and enables all our people to deliver their best work for children.

Building on our 2020-2023 diversity and inclusion strategy, in 2023 we focused on six priority areas; co-creating an EDI Strategy, developing a comprehensive anti-racism action plan, developing shared and inclusive language, embedding accessibility and disability inclusion into our workplace and practice, rolling out an inclusive talent strategy, and designing inclusion into our work. Work on these priorities continue and we are looking forward to launching our 2024-2026 EDI strategy in the coming months.

FINANCES



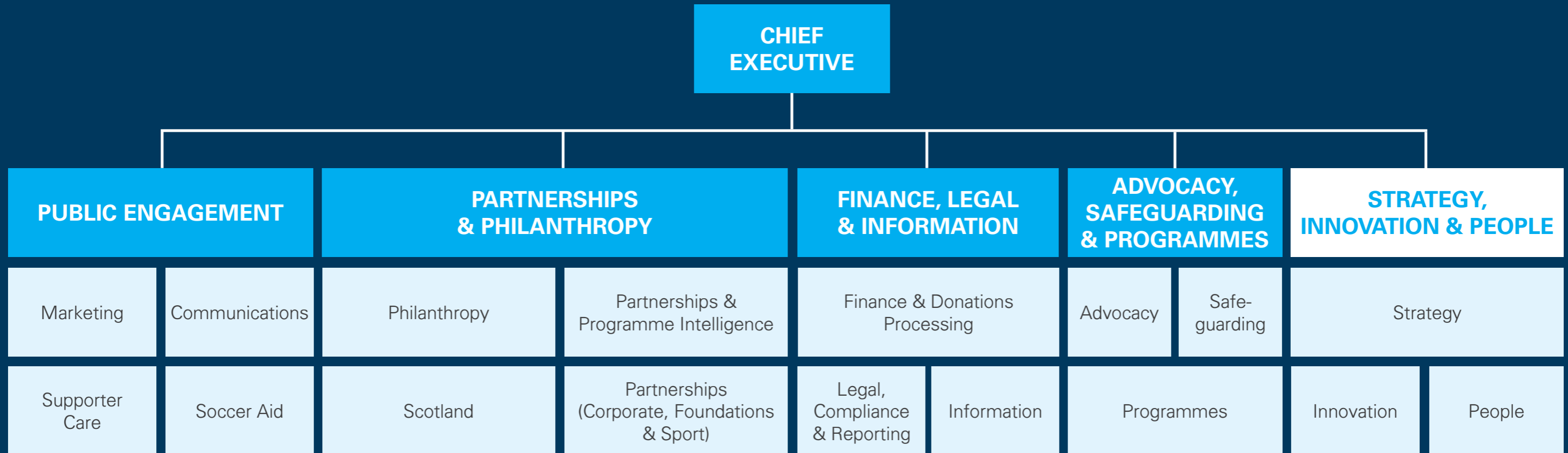
2022 was a record year for total income raised of £179.5 million, which was up 26.6% compared to the £141.8 million raised in 2021.

This is testament to the outstanding work of UNICEF UK and the incredible support of the UK public and our new and existing partners. The key driver of this was the unprecedented support for our emergency campaigns, particularly our campaign for Ukraine, which raised over £55.7 million during the year. In 2022 we made £140.6 million available to programmes for children, a 32.4% increase on 2021.



**INCOME
UP BY
26.6%**

ORGANISATION CHART



ROLE DESCRIPTION

CHIEF STRATEGIC DEVELOPMENT OFFICER

| | |
|--------------------------|---|
| DURATION: | Permanent |
| SALARY: | Circa £125,000 per annum |
| JOB LEVEL: | Executive |
| HOURS: | 35 hours per week Other flexible arrangements will be considered |
| DISCLOSURE LEVEL: | Basic. This role involves no direct or indirect work with children. |
| REPORTS TO: | Chief Executive |
| LOCATION: | Working from home and at 1 Westfield Avenue, London E20 1HZ |

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Chief Strategic Development Officer is a new role on the Executive Team at UNICEF UK leading the 'our people and organisation' pillar of the strategy. They and the entire Executive team provides the culture, working environment and ways of working to underpin the delivery of our ambitions for income, influence and impact. In a sentence, this role will lead our work to be the organisation that sustainably delivers ever-increasing impact for children.

ABOUT THE ROLE

The Chief Strategic Development Officer will be the focal point for change, development and learning for the leadership of the organisation, ensuring we are on-track to deliver all aspects of the current strategy and be ready to develop and deliver an even more ambitious strategy for 2027 – 30.

They will play a full and leading role alongside Executive colleagues and the Board of Trustees in achieving our strategy for 2023 – 2026 and making the next one even more ambitious for children.



UNICEF Colombia, in partnership with the Baxter International Foundation, accompanies and celebrates the certification of four communities as free of open defecation (ODF) in the municipality of Manaure in La Guajira, generating healthier environments for more than 158 people through the voluntary construction of latrines and the installation of hand-washing points (known as tippy taps).

In Colombia, according to the Joint Monitoring Program for Development Goal 6, at least 1.3 million people still practice open defecation, a factor that leads to chronic malnutrition with serious impacts on child development and growth, as well as the consequent loss of work and school days. In addition, not having toilets or other sanitation solutions means that people, especially women and girls, run risks associated with gender-based violence (risk of harassment and/or rape) by seeking private and remote spaces to relieve themselves in the open air.

This is why the construction of latrines by the communities is consolidated as a milestone for the work carried out by UNICEF Colombia from the program to improve access to Water, Sanitation and Hygiene (WASH) in La Guajira, as it moves towards the fulfillment of Sustainable Development Goal #6 so that everyone has access to sanitation solutions by 2030.

WHAT WE WILL EXPECT YOU TO ACHIEVE

- A full member of the Executive Team, working alongside colleagues to deliver all aspects of our strategy based firmly on our values. You will be one of the spokespeople for UNICEF UK, representing the organisation proactively with colleagues within UNICEF, stakeholders, supporters, fundraising regulators and sector colleagues, and with the media as appropriate. You will contribute to all aspect of UNICEF UK's operation.
- Overall responsibility for the cross-organisational innovation processes, change management and strategies to ensure the new approaches, products and cultures needed to build our income, influence and impact for children are embedded in the organisation and delivering the intended outcomes and strong medium and long-term financial returns.
- Sponsorship and strategic leadership of our Equity, Diversity and Inclusion programme. leading activities to continue progress in achieving UNICEF UK EDI goals and ensuring that what we do inside UNICEF UK, also feeds broader change in our sector and beyond.
- Ensure the continued development of a healthy inclusive work environment where colleagues remain engaged.
- Overall responsibility for our strategy development, including our Joint Strategic Plan with UNICEF, prioritisation, project management office and strategic communications.
- Lead the development of UNICEF's UK 2027 – 2030 Strategy – while embedding the growth and improvement from the current strategy and build the ambition and wellbeing to make the next strategy achieve more for children.
- Ensuring we have the planning, prioritisation, monitoring and reporting mechanisms in place to support effective strategy delivery and learning across the organisation.
- Ensuring change is effectively envisioned and implemented across the organisation. While we are delivering our current strategy, we are also pushing on numerous fronts to ensure we have the ways of working, systems, structures, processes and insights to form the basis of our next structure. While this role will not personally lead every aspect of change, they will ensure the combined impact of such programmes is more than the sum of the parts.
- Championing the cross-organisational work to build unprecedented levels of colleague engagement. Leading the team influencing the organisation to embed the values-led approaches to leadership, building trust, empowerment, wellbeing and kindness into our ethos at the same time as building performance, ambition and effective ways of working.
- Facilitating the development of the Extended Leadership Group, a key group, comprising the Directors of every team across UNICEF UK.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work and leadership.

PERSON SPECIFICATION

This section contains the essential experience, knowledge, skills and behaviours needed in order to be effective and successful in this role. All criteria in these sections are essential.

RELEVANT EXPERIENCE

- Record of leading continuous growth and building high performing teams in a strongly purpose-driven environment.
- Record of leading an organisation's strategic development with and through leadership to achieve better outcomes across all activities/programmes.
- Clear knowledge and experience with leading an organisations approach to innovation delivering sustainable innovation practice.
- Has led and embedded organisational wide change and transformation especially focusing on people and Equity Diversity and Inclusion.

SPECIFIC KNOWLEDGE AND SKILLS

- Clear appreciation of and understanding of delivering impact in a UK-based international NGO with links to a global body or organisation e.g. United Nations or similar ecosystem.
- Expertise in inclusive approaches to strategy development that deliver sustainable results over the medium to long term.
- Evidence of commercial acumen through the understanding of key financial metrics required to develop organisations, and a track record of improving performance against such metrics over time.
- An assured senior stakeholder relationship builder able to promote alignment and collaboration in working in a complex international environment.

EFFECTIVE BEHAVIOURS

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards creating a better world for every child.

Leadership

- Works effectively across an organisation in a senior capacity, contributing to the wider vision and strategy. Employs strategic, analytical, and conceptual thinking skills to provide strong, future focused, strategic leadership for UNICEF UK and for their directorate.
- Empowers and develops others by setting clear outcomes and expectations and areas of responsibility.
- Inspires great team-work and cross organisational collaboration, encouraging positive working relationships and removing barriers to effective collaboration.
- Plans and actively leads change, communicating, listening, and engaging with colleagues at all stages.
- Able to make and communicate unpopular decisions.
- Promotes confident discussion of failure and constructive challenge to enhance innovation/learning.

Collaboration and positive relationships

- Works collectively with the other members of the Executive team to lead and inspire UNICEF UK's ambition, innovation, and creativity, and to champion a positive, empowering culture, which can deliver the best results for children.
- Values and diversity, respecting and drawing on colleagues' different perspectives, skills, experience, and knowledge. Prioritises knowledge and skills over status to make the best use of talent and promote involvement at all levels.
- Nurtures successful professional relationships with colleagues at all levels and with external contacts and partners to support UNICEF UK's mission and vision.
- Reflects on own thoughts, feelings and actions and is aware of own impact on relationships.

Ahmad, 11, plays with his new friends in the yard of his school in Dar'a city, south Syria.





Communication

- Conveys complex ideas using a variety of methods to engage the audience they have. Adapts their communication style, delivery, and tools to win understanding and support.
- Presents complex and difficult messages clearly because of a clear understanding of the specific audience needs.

Results focused

- Anticipates challenges that could impact UNICEF UK's work and guides directorate to adapt approach accordingly.
- Promotes a results-focused culture, engaging and guiding and inspiring others to achieve ambitious goals.
- Prioritises and sustains focus on work that will have the greatest impact for children.
- Empowers teams to look outside traditional channels to identify new sources of innovation, anticipating, embracing, and managing risk to minimise their impact.

Negotiating and influencing

- Maintains a win-win approach by balancing achievement of both Unicef UK's and our external partners' objectives.

Achieving change and analytical

- Communicates the reason for change and supports colleagues to embrace it, recognising that people will respond in different ways and at different paces.
- Demonstrates a solution focused approach to overcoming the barriers to change.
- Maintains focus in uncertain or ambiguous situations.
- Analyses available information to make logical and sound judgments.

HOW TO APPLY

At Prospectus we invest in your journey as a candidate and are committed to supporting you with your application. We welcome all candidates to apply, regardless of age, sex/gender, disability, race, religion, sexual orientation, marital status or pregnancy/maternity. If you have any disability and require reasonable adjustment/s to any part of the process then please contact us.

If you feel you meet some of the criteria but not all, we really hope you'll enquire and learn more. Prospectus can advise and support on each part of the role and hopefully your application, so we look forward to hearing from you.

To reduce the impact of bias, UNICEF UK and Prospectus are using Applied for this recruitment. In order to apply please review the questions contained within the following Applied advert; all applications must be completed via Applied ahead of the closing date.

<https://app.beapplied.com/apply/ygrkz4gwxx>

RECRUITMENT TIMETABLE

Deadline for applications: Tuesday 9th April 2024

Panel interviews with UNICEF UK: Tuesday 30th April 2024

Final panel interviews with UNICEF UK: Tuesday 7th/Wednesday 8th May 2024

QUERIES

If you wish to have an informal discussion about the opportunity, please contact our retained partners Jane Ray, Sam Badenoch or Børge Andreassen at Prospectus on **020 7691 1920**, or email:

jane.ray@prospect-us.co.uk

sam.badenoch@prospect-us.co.uk

borge.andreassen@prospect-us.co.uk

If you require this document in an alternative format, please get in touch.

A Gold Rights Respecting School.

The Rights Respecting Schools Award puts children's rights at the heart of schools in the UK. Unicef works with schools in the UK to create safe and inspiring places to learn, where children are respected, their talents are nurtured and they are able to thrive.





United Kingdom Committee for UNICEF (UNICEF UK),
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