

**Bookstart Development Manager - England  
Grade G**

***Permanent post – dependent on funding.*** Please note that we currently have secured funding until 31 March 2011 and will be making every effort to secure funding past this date.

Booktrust is an independent UK-wide charity dedicated to encouraging people of all ages and cultures to enjoy books. The written word permeates all our activity and helps us to fulfil our vision of inspiring a lifelong love of books for all.

**Reporting to:** Deputy to the Director of Bookgifting or  
National Development Manager Early Years Partnerships  
(depending on the region)

Bookstart is one of three universal bookgifting programmes; Bookstart, Booktime and Booked Up. The bookgifting programmes are public/private partnerships funded by the Department for Children, Schools and Families and sponsored by publishers, authors, illustrators and booksellers. Bookstart is delivered as a core early years offer to all families and children in every local authority.

**Job Purpose:**

To support a number of local authorities at the highest strategic level to help ensure the national Bookstart programme is strategically embedded as part of the core Early Years Offer. To ensure that local Bookstart schemes and their partners are fully supported in the effective delivery of the national Bookstart Programme, especially in delivering the contractual requirement of Bookstart as a universal gift for every eligible child. To encourage local authorities to develop an authority-wide strategic approach to reading, which will help to realize the potential of Bookstart and the other universal bookgifting programmes, Booktime and Booked Up.

**Key Responsibilities:**

Strategic development

- To engage local authorities at the highest strategic level – to build relationships with strategic management, including Children’s Directors and Heads of Service, to ensure full local authority support for the resource and promotion of the programme and compliance with the Bookstart Partnership Agreement
- To meet with Heads of Service and senior managers of local agencies, including the Primary Care Trusts and Early Years Teams, to advocate, discuss and facilitate the strategic development of the national offer of universal bookgifting programmes; Bookstart, Booktime, Booked Up and other Booktrust programmes, in their authority

- To conduct 1:1 visits with local Bookstart schemes each year to help identify areas of good practice and areas for future development. A follow-up feedback document to be completed and sent to Heads of Service and local co-ordinators following these visits

## **Principal Duties:**

### Evaluation and Monitoring

- To assist local Bookstart schemes with the development of reliable and sustainable systems for the programme delivery Provide troubleshooting advice and activities to local Bookstart schemes as required and on an ongoing basis. Ensure regular reviews of systems take place and identify options for improving delivery performance
- To use the Bookstart Framework of Key Success Factors, to identify schemes who are encountering difficulties and compile regular update 'Red List' reports on 'at risk' schemes. Assist the development strategies and tailored action plans to move Red Schemes forward and provide the reports for the Head of Bookstart and the DfES as part of the funding contract
- To support schemes with ongoing evaluation and monitoring exercises such as an online audit, annual report and parental and professional questionnaires
- To support schemes with an annual stock take and pack ordering exercise and to authorising monthly order amendments and cancellations ensuring that schemes order and receive the correct amount of stock throughout the year

### Communication and Training

- To develop and deliver new co-ordinator training and other such courses as deemed appropriate, including the design and delivery of twice-yearly regional training sessions to coordinators and Bookstart workers and partners
- To prepare and present information, including PowerPoint presentations, about Booktrust programmes to a wide range of professional and public audiences
- To work cross organizationally with team members from other departments
- To contribute to the development of new materials and support the media and PR campaigns
- Regular updating of information databases
- Forge links with professional organisations at a regional level and national level

## **General Duties:**

- Being an active member of the Bookstart team, participating in meetings and supporting colleagues
- Providing regular progress reports to line manager

- Carrying out all duties in line with Booktrust policies and procedures and being prepared to undertake additional reasonable duties, as required
- To promote Booktrust and its vision and values in all activities, both internally while carrying out duties and externally, with stakeholders and the general public
- Keeping up to date with relevant literature and publications

## **Person Specification**

### **Essential:**

- Project management or management experience
- Excellent interpersonal, listening, and communication skills- able to present to and communicate with a wide and diverse range of people including Children's Directors, Heads of Service, Councillors, MPs, other professionals, parents, children and other members of the general public.
- Must be a highly motivated self-starter and able to work well both independently and as part of a team
- Excellent analytical skills and an ability to 'think on one's feet' and able to organize and prioritise a diverse and heavy workload.
- Must have an ability to deliver motivating training to groups and individuals.
- Experience of producing clear and accurate written reports
- Good IT skills including a working knowledge of MS Word, PowerPoint, Excel, as well as databases, email and the internet

### **Desirable:**

- Educated to degree level or equivalent
- Experience within a public/private partnership organization
- Experience of multi agency working.
- Knowledge and experience of Early Years issues, policies and strategies.

### **Staff Competencies:**

- Creativity & Innovation
- Personal Effectiveness & Expertise
- Communication
- Team Work
- Managing self and others
- Self Development
- Commitment and Integrity
- Management of projects/functions, finances and other resources

### **Requirements of the Role:**

- This role will require travelling within the specified region plus monthly travel to London to include an overnight stay.
- Other travelling may be required when representing the Charity at national events.