



[www.pop-up.org.uk](http://www.pop-up.org.uk)  
[www.pop-up-hub.com](http://www.pop-up-hub.com)

---

Please call us on 07450 837 737 if you need the job description in an alternative format.

## SEEKING CHAIR FOR BOARD OF DIRECTORS

Pop Up - a nationally active and internationally reputable children's literature agency producing literature festivals and talent development programmes - are seeking a new Chair to join and help steer our Board of Non-Executive Directors as we approach our tenth anniversary. As we embark on significant expansion of our national schools literature festival, grow new talent development pathways supporting underrepresented minorities enter children's publishing, and produce a range of smaller bespoke literature projects with heritage, cultural and arts organisations, our new Chair will serve for a fixed tenure of five years to steer the Board of ten volunteer professionals, in support of the work carried out by the Executive Director and company staff.

## ABOUT US

Pop Up is a non-profit social enterprise delivering imaginative, immersive children's literature programmes which have a transformative impact on reading and writing skills and teaching practice, mostly in deprived schools and communities. We also deliver talent development projects for diverse and emerging young writers and illustrators. Our work in schools is currently upscaling into new regions nationally; we are expanding our talent development activities into more colleges and universities; and we are developing strong international collaborations to connect young people across Europe and beyond. We are a team of five full-time staff, supported regularly by temporary and freelance posts.

We have Arts Council England National Portfolio Organisation status (2015-2022). Since 2011 we have secured £4.2million in funding from diverse income streams - including 30% in earned income from fees for services, mostly from schools. We are currently focussing on decreasing reliance on grant funding, with a view to diversifying income through new sponsorship, business partnership and philanthropic-giving strategies. As a CIC we are a non-profit business limited by guarantee and are therefore not a charity - although CICs are largely and increasingly (e.g. by trusts and foundations) accepted as charitable. This greatly informs the ethos of our organisation: we are entrepreneurial; we secure fees-for-services from most organisations we deliver benefit to; and we do not depend on volunteers or donations.

See below, 'Vision, Mission & Objectives' for a summary of our overarching focuses and priorities and the changes we strive to bring about across our work.



Our core offer is Pop Up Festival: a national children's literature festival for schools which connects thousands of children nationwide with quality children's literature and its authors. Pop Up Festival 'takes over' literacy and English every summer term across whole primaries, SEND schools and secondary key stages from nursery up - replenishing libraries, engaging authors as writer-role models, and empowering teachers to teach more creatively. The festival component concludes a half-term long reading and writing programme and sees every class participate in an author workshop over two weeks in June, many of these in libraries, museums, galleries, heritage and outdoor spaces. This programme is promoted through Pop Up Magazine (our free annual publication packed with commissioned original content from children's authors) and a national PR strategy.

A total 80,000 pupils and 3,000 teachers since 2011 have experienced 4,500 hours of author workshops, with a total 45,000 books replenishing school libraries. Participating schools are currently in areas including Peterborough, Cambridgeshire, Lincolnshire, Northamptonshire, Shropshire, Swansea and Port Talbot; and we are bringing new clusters of schools across Kent, Birmingham and Buckinghamshire into Pop Up Festival 2019. Between 2019 and 2021 we plan to deliver 4,000 author workshops and 48,000 books to 110,000 children in 400 schools - and by 2022 50,000 children will participate in Pop Up Festival annually. [Pop Up Magazine](#) will become a major asset both in celebrating the festival and promoting the offer to new schools nationally. And [www.pop-up-hub.com](http://www.pop-up-hub.com), our digital platform for schools, will also be developed through business investment into a more interactive resource to facilitate connectivity and child-centred literature creation between children, authors, teachers, schools and homes.

We are currently seeking grant funding and industry investment in Pathways, a new type of children's publishing industry-oriented course which is both creative and vocational in scope, to prepare a more ethnically diverse next generation of children's illustrators for sustainable careers in publishing and literature. This timely enterprise will serve as an urgent talent-development pipeline for exceptionally promising young illustrators, providing an invaluable service to a publishing industry who are necessarily seeking to diversify their author cohorts and published outputs. Pathways will be delivered through a business partnership between Pop Up Projects and House of Illustration, the UK's only public gallery dedicated solely to illustration and graphic art.

## THE ROLE OF OUR BOARD

The Board's primary, statutory remit is to review and question, advise on and enhance key areas of the company's work including:

- Vision, mission, aims, objectives
- Impact and legacies
- Business planning including fundraising
- Financial projections and accounts



- Policy development
- Legal matters

The secondary, and perhaps most important, role our Board is two-fold:

- To support the Executive Director and his team in developing and producing the best possible outcomes for our beneficiaries and stakeholders, particularly by contributing professional expertise, insight and connections to enhance those outcomes - this includes both advisory and active contributions to fundraising; and 'problem solving' around challenges and opportunities as and when they arise.
- To work collaboratively with the Executive Director and Company Manager to develop and put in place more longer term plans and projections, to better articulate our goals for the future while building a sustainable and thriving enterprise, more capable of projecting and therefore mitigating risk.

While the core of our work is driven by charitable aims, we are an entrepreneurial organisation and want to think more commercially. Our Chair will help cultivate and sustain an ethos where enterprise and innovation - coupled with a strong approach to risk mitigation - are positively encouraged.

### **NEW CHAIR POSITION (commencing early 2019)**

We are seeking expressions of interest from individuals who might be interested in taking up the position of Chair. This role will be suited to someone with senior level experience (i.e. CEO, Executive Director, Head of Department or Board level) in the arts or publishing sector, and within institutions with strong track records in delivering the highest quality activities and/or products. However, we are equally interested in applications from individuals from other sectors, especially business. Our Chair will be passionate about and committed to transforming the lives of children and young people through creative opportunities, advocating for arts-based approaches to education, and ensuring there is greater inclusion and minority representation in all fields, but especially literature. Our Chair will also be called upon from time to time to speak at events about the organisation and its work.

We are striving to ensure gender parity and strong ethnic diversity at Board level and therefore especially welcome expressions of interest from a broad diversity of individuals, especially BAME applicants.

In addition to four quarterly meetings we estimate the Chair will devote 10-15 days of time per year. The Chair must be UK-based and will be expected to physically attend a minimum three out of four quarterly meetings. Meetings tend to take place in March, June, September and December annually. Meetings will last two hours, with the exception of one half- or full-day meeting annually. Three meetings will take place in London, one in Peterborough. Travel expenses for journeys into London and Peterborough will be covered - and, if necessary, overnight accommodation will be



provided. There will be additional 'special events' throughout the Chair's tenure, such as fundraisers or launches, which they will be invited but not obliged to attend.

### MAKING AN APPLICATION

If you are interested in applying for this role, please submit an 'expression of interest' letter, addressing the following:

- Your professional history and areas of expertise you might bring to the Board
- What knowledge, experience or interest you have - if any - in the not-for-profit or charitable sector
- Any personal qualities, passions and ideas you might bring to the organisation
- Why you want to champion the values and aims of our organisation

Email expressions of interest to our Executive Director, [dylan@pop-up.org.uk](mailto:dylan@pop-up.org.uk). If you'd like to discuss this opportunity first, please call Dylan on 07970 176557.



## POP UP PROJECTS' VISION & MISSION

Our vision is of a more literate, creative society where reading, writing and storytelling are widely valued, enjoyed, practiced and celebrated.

Our mission is to work collaboratively with educational, literary and cultural organisations to enable children, empower teachers, and engage families from all walks of life to read more widely, write more creatively, and develop visual storytelling skills.

We achieve our mission by:

- producing children's literature and storytelling projects which enable access to and interactions with diverse authors and artists and their work;
- facilitating artist-led participatory, collaborative and co-creative activities to produce quality literature and stories;
- nurturing and investing in diverse aspiring and emerging talent in literature and storytelling.

## STRATEGIC OBJECTIVES

1. Increase, sustain and cultivate access to, enjoyment of, confidence in and skills around reading, creative writing and visual storytelling for children and young people at all educational levels;
2. Enhance the teaching and learning of reading and writing by developing the creative writing and visual storytelling skills of teachers and the educational practice of authors, and bringing them together through practice-sharing opportunities;
3. Increase diversity in the children's literature sector through commissioning and advocating for diverse aspiring, established and emerging authors, championing translation and multilingualism, and facilitating international connections and cultural exchange;
4. Engage local, regional and national government with our work to cultivate support for and advocacy of effective, arts-based approaches to literacy.