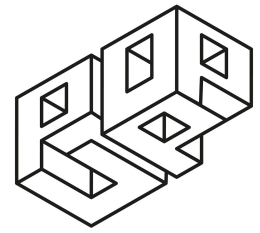


Pop Up Projects CIC

www.pop-up.org.uk

www.pop-up-hub.com



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

BOARD JOB DESCRIPTION

Nationally active and internationally reputable children's literature agency and Arts Council England National Portfolio Organisation invites up to four new members with senior / executive level experience to join our Board of Non-Executive Directors as we approach our tenth anniversary. Areas of expertise sought are Philanthropy , Marketing, Publishing and Law. This is a volunteer position.

OUR WORK

Pop Up is a nationally active and internationally reputable non-profit social enterprise and Arts Council England National Portfolio Organisation, established 2011. We deliver imaginative, collaborative and ambitious programmes which transform lives through literature, especially through working with people in deprived places and challenging circumstances. We achieve our mission through three strands of work:

- Educational programmes in schools, facilitating rich learning opportunities through quality contemporary literature, interactions with diverse authors, and training for educators
- Talent development, investing in and advocating for aspiring, emerging and established writers and illustrators, especially from backgrounds which are under-represented in children's publishing
- Community projects, providing participatory literary opportunities for and with children and young people, especially those experiencing marginalisation, isolation or who are at risk

Since 2011 we have provided rich, sustained and artist-led literary experiences - including 7,000 hours of author workshops, 50,000 books to schools, 3,500 trained teachers - for over 100,000 disadvantaged and excluded children and young people. Through this work we have cultivated passionate readers and motivated creative writers in some of the most challenged communities in the UK, many on the frontline of austerity.

We're also investing in the next generation of writers and illustrators by supporting talented aspiring and emerging voices, such as through these past and present projects:

- Pathways into Children's Publishing (2019-2021), our flagship talent development programme increasing ethnic diversity in children's illustration, in affiliation with 12 publishers and 9 universities
- An International Illustration Exchange (2017-2018), publishing new graphic stories by 150 multilingual young artists across Europe
- Rising Stars (2017-2018), introducing new BAME and LGBT+ poets to young readers
- East Wood Comics (2019), engaging young people from low income backgrounds in DH Lawrence's home town with their literary and social heritage

And over the coming years we're extending our literary experiences to benefit some of the most isolated and stigmatised young people in the country through: a new summer literature festival for young refugees and asylum seekers; a publishing venture with LGBT+ young people across the UK and Ireland; and multiple projects for children with special needs and disabilities.

Find out more about our work at www.pop-up.org.uk and www.pathways-org.com.

OUR 10-YEAR ANNIVERSARY

It will be our 10th birthday in 2021, and we'll be celebrating with a gala event, a photographic exhibition profiling beneficiaries past and present, and an auction of original stories by a rich mix of well known and up-and-coming children's writers and illustrators. For this special occasion we are commissioning and publishing 10 new illustrated children's stories inspired by the theme of '*Difference*' - each story a collaboration between an established writer or illustrator and an emerging writer or illustrator. The 10 short stories will play a pivotal role in our 10th anniversary campaign to raise £1million to transform 100,000 *more* children's lives through literature by 2025. Through money raised through this campaign we want to offer:

- more deprived schools the opportunity to transform children's literacy by subsidising their take-up of Pop Up Festival
- more talented aspiring and emerging writers and illustrators from under-represented groups opportunities to embark on careers in children's publishing
- more vulnerable groups - disabled, refugee and migrant, LGBT+, looked-after and homeless children - empowering opportunities to work with authors to make stories

Recent events have made this campaign especially timely. As we confront the fallout from the Covid-19 pandemic, and face up to a future of huge economic uncertainty, we know that arts-based learning, youth services provision and the safety nets that support marginalised children will be the first things to get cut. And we know that this will have a long term impact on young people's progression into higher education, future employability and overall social mobility.

The Board are playing a key role in devising and implementing our Y10 campaign, and newly appointed Board members will bring new expertise and connections to help make the publishing project, anniversary event and overall campaign a success.

THE COMPANY

We are a team of six full-time and three part-time staff. Our Board of Non-Executive Directors consists of 9 uniquely qualified professionals who, under the steer of Chair Cynthia Davis, are volunteering their time to guide the organisation strategically.

We have Arts Council England National Portfolio Organisation status (2015-2022). Since 2011 we have secured £4.7 million 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. This greatly informs the ethos of our organisation: we are enterprising and ambitious; 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, Aims & Values' for a summary of our overarching focuses and priorities 2020-2025 and the changes we strive to bring about across our work.

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 more important, role our Board is three-fold:

- To contribute to fundraising both actively and in an advisory capacity, especially as part of our 10-Year Anniversary Campaign;

- To support the Executive & Creative 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;
- To contribute to the development of 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 Board helps cultivate and sustain an ethos where enterprise and innovation - coupled with a strong approach to risk mitigation - are positively encouraged.

JOINING THE BOARD

We are seeking expressions of interest from individuals who would like to join our Board. At the moment, we are especially interested in persons with expertise in the following areas:

- Philanthropy, specifically in the areas of donor cultivation from high net-worth individuals, smaller scale donations schemes, and/or fundraising events
- Marketing and brand strategy
- Publishing, specifically at a senior level and ideally in children's publishing, with strong connections across the sector
- Law, a senior partner in a corporate or independent / family law firm

Anyone joining our Board 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 literature. Board Directors may 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 inclusivity at Board level and therefore welcome expressions of interest from a broad diversity of individuals, especially BAME applicants.

TIME COMMITMENT

In addition to four quarterly meetings we estimate Board Directors will devote 4-6 days of time per year - also depending on whether a sub-committee is joined. Any member must be UK-based and will be expected to physically attend a minimum of three out of four quarterly meetings. Meetings tend to take place in April, July, October and January annually. Meetings will last two hours, with the exception of one half- or full-day meeting annually.

Most meetings will take place in London, or occasionally in Peterborough or another location. Travel expenses can be covered - and, if necessary, overnight accommodation will be provided.

There will be additional 'special events', such as fundraisers or launches, which Board Members are 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 in the non-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 (please see below)

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

VISION, MISSION, AIMS & VALUES 2020-2025

Our **VISION** is of a more literate society where it is the universal right of every child and young person to access and enjoy literature.

Our **MISSION** is to transform lives through literature, especially through working with people in deprived places and challenging circumstances.

We achieve our mission through three strands of work:

- Educational programmes in schools, facilitating rich learning opportunities through quality contemporary literature, interactions with diverse authors, and training for educators
- Talent development, investing in and advocating for aspiring, emerging and established writers and illustrators, especially from backgrounds which are under-represented in children's publishing
- Community projects, providing participatory literary opportunities for and with children and young people, especially those experiencing marginalisation, isolation or who are at risk

Our work is shaped by the following **AIMS**:

1. To improve literacy standards in schools by:
 - a. developing the literary practice of educators and the educational practice of authors
 - b. enhancing the reading, creative writing and illustration skills and achievements of children and young people
2. To improve the wellbeing, aspirations and life chances of children and young people through engagement with literature
3. To empower under-represented voices and champion diversity and inclusion in children's publishing
4. To influence policy and decision-makers by advocating for learning through literature

As an organisation we are driven by four core **VALUES**:

- We are **responsive** - we are collaborative, reflective, agile and adaptable
- We are **empowering** - we are artist-led, inclusive, enabling and influential
- We are **passionate** - we are playful, vibrant, imaginative and empathetic
- We are **enterprising** - we are risk-taking, experimental, innovative and ambitious