



# Young Enterprise

## Appointment of Chief Executive

May 2024



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“We believe that the potential of the UK’s young people is unlimited, and an academic education on its own is not enough. As a national charity we motivate young people to succeed in the changing world of work by equipping them with the work skills, knowledge and confidence they need.”



# A message from the Chair

Dear candidate,

Thank you for your interest in becoming the next Chief Executive of Young Enterprise in succession to Sharon Davies. As the Chair of the Board of Trustees, I am looking forward to the opportunity to work with the successful candidate to build on what we've achieved over recent years under Sharon's leadership and take the Charity forward to the next stage in pursuing our vision, where every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community.

It's a really exciting time for a new CEO to be joining Young Enterprise. Over recent years we have worked hard to prioritise access to financial and enterprise education experiences for young people facing barriers to opportunity, together with the educators who support them. In 2023 we celebrated our 60th Anniversary and developed a new strategy which seeks to further increase access to financial and enterprise opportunities for those in greatest need and measure the long-term impact of doing so. The new CEO will lead a highly motivated and committed team of staff and dedicated volunteers, supported by an excellent Board of Trustees to deliver our 2024-2030 Transforming Futures Strategy.

There is lots of potential to make this role your own, building on our heritage as an organisation with over 6 decades of experience in providing young people with meaningful opportunities, with an organisational culture that understands and embraces the importance of innovation in adapting and responding to the changing needs of young people and educators.

You will be an experienced leader, who understands the powerful difference that education in all forms can make to the futures of young people. You will have a strong working knowledge of the current educational landscape and of the need to influence policy to increase social mobility, and of the importance of collaboration between educators, employers and others in preparing young people with the skills, mindset and confidence needed to build a successful future. You will be a powerful and persuasive communicator and a team player who is ambitious for what can be achieved by the charity at a time of political change.

I am excited at the potential that this next stage in our journey presents and am very much looking forward to working with our new Chief Executive.

**Simon Lewis OBE**  
Chair





# About the organisation

## What we do

Young Enterprise (YE) is a national charity that specialises in enterprise and financial education and is a trusted and valued provider of knowledge, resources and training to anyone teaching young people how to manage their money. Since Young Enterprise was founded, we have provided 7.2 million young people with financial and enterprise opportunities, including 1.1 million young people who have started Young Enterprise businesses. We are a founding member of Junior Achievement World Wide. A global network of over 100 countries across the world, united by a global mission to inspire and prepare young people to succeed in a global economy.

Our programmes and services exist to provide young people with the opportunity to develop and apply an enterprising mindset needed to earn and look after their money and make a positive contribution to their community.

As subject experts, we provide the secretariat for the All Party Parliamentary Group on Financial Education for Young People.

We are effective in working independently and with others to advocate for policy change at Government level.

## Why we are needed?

The UK faces a serious skills gap. A high percentage of young people are not in education or employment, and many leave school without the skills they need to succeed in the real world. We work with schools, universities, businesses and influencers to help change this. We passionately believe meaningful opportunities, combined with appropriate support to develop and apply an enterprising mindsets and skills, changes young people's futures.

## Where we operate

We operate in England and Wales, and licence the delivery of Young Enterprise Programmes and services in Scotland through Young Enterprise Scotland, Northern Ireland through Young Enterprise Northern Ireland and Gibraltar through Young Enterprise Gibraltar.

## Our finances

Young Enterprise has delivered strong financial performance over recent years.

Surpluses have been returned in each of the past 6 years, and combined surpluses over the prior 3 years (20/21 to 22/23) amount to £1.83m. This performance has enabled YE to strengthen its reserves position over the period, which was an important tenant of our No Time Like the Future Strategy. Free reserves increased from £47k at 31 July 2020 to £1.63m at 31 July 2023, equating to 3.7 months of operating expenditure.

In the current year, we're projecting a deficit (of £161k) due to the adjustment of income from a donor to the value of £200k, which was budgeted for in the current year but has been recognised as income in 22/23 accounts.

You can read more in our 2022-23 report [here](#).

## EDI Initiatives

YE's 2024-2030 Transforming Futures Strategy recognises the synergy between two of our business priorities - Social Mobility and EDI - and provides the opportunity to deepen our focus and impact through the merging of the two areas. Taking a combined approach opens up significant opportunities for YE to bridge the widening gap, of access to meaningful opportunities, for those young people who face the most disadvantage.

As a charity which ensures its values are reflected in all areas of our work, we have joined the Social Mobility Employer Index Survey, run by the Social Mobility Foundation, to establish a clear pathway to becoming a truly diverse and socially mobile charity. We will continue to engage with the survey in order to utilise best practice recommendations and to ensure YE continues to progress in this area.

We have established an EDI/Social Mobility Employee Working Group and actively search for opportunities to promote equality and social mobility, for example, by conducting a comprehensive review of all our job roles to establish which require formal qualifications and which can be opened up to a wider range of candidates who might not have had the opportunity for further education. The YE Board is very engaged in this area, primarily via the Remuneration Committee. YE's Vice Chair, Raj Sharma, is the Trustee Sponsor for EDI and Social Mobility and is a member of the EDI/Social Mobility Working group.

We regularly conduct employee surveys to temperature check our employee sense of belonging.

We have previously conducted externally led anti-racism workshops for all employees and will look to provide further opportunities to engage with external experts as and when we can.



# Our vision, mission and values

## Our Vision

Every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community.

## Our Mission

We want to ensure that young people are given the best chance for a rewarding future in work and in life – no matter where they start their journey.

Our mission is to empower young people to discover, develop and celebrate their skills and potential.

We work directly with young people, their teachers and parents, businesses and influencers to build a successful and sustainable future for all.

Through our hands-on employability and financial education programmes, resources and teacher training, we want to eradicate youth unemployment, help young people realise their potential beyond education and empower a generation to learn, to work and to live.

## Our Values

**Unlocking potential:** Recognising and developing the potential of all; in our organisation, in the young people we champion and the stakeholders we work with.

**One Team:** Working together effectively to achieve our goals.

**Enterprising & Resilient:** Embracing change, innovating, adapting and responding to challenges and opportunities.

**Creating great impact:** Aiming for the biggest impact on young people and their educators.



# Impact and plans for the future

## Impact

- Over the last 4 years **1.37 million** young people have participated in **1.65 million** financial and enterprise opportunities created by Young Enterprise supported by **50,336** educators, volunteers and alumni
- We have increased our engagement with schools in more disadvantaged (IMD1-4) communities. Of all the state secondary schools located in IMD 1-4 areas across England and Wales, we engaged 32% of these schools last year, up from 24% in 2020
- Of all the state secondary schools we engaged, 43% of these schools were in IMD1-4 areas last year, up from 37% in 2020

## After taking part in Young Enterprise Programmes:

- **92%** of young people feel more resilient and keep trying when faced with problems
- **87%** of young people feel more confident in themselves after taking part in YE programmes
- **85%** of young people better understand their strengths and areas to develop, including what employers are looking for
- **85%** of young people feel as though they have a better grasp of money, spending and saving
- **83%** of young people feel more inspired about starting a career that motivates and interests them
- **75%** of young people feel able to make informed decisions about their futures

## Transforming Futures Strategy – 2024-2030

Our new strategy aims to build a red thread between opportunity, skills and increased productivity & social mobility. Increased productivity benefits everyone if skills can be unlocked across the country.

The earlier YP learn how to apply their learning the greater the compounding effect. Impacting their families, communities, ultimately boosting labour market productivity. Productivity unlocks social mobility if young people with the greatest barriers are prioritised for access to support and opportunity to build relevant skills and networks to access employment and / or startup businesses. Our new strategy aims to increase access to financial & enterprise education for those in greatest need, with our suite of programmes focussing on outcome markers that make the greatest contribution to social mobility.

## Our 2024-2030 Transforming Futures Impact Measures are as follows:

- YE Applied learning unlocks improved Attendance, Attainment and Attitude to education
- ALL Young people are better prepared for the world of work after participating in YE Programmes
- YE Alumni facing barriers achieve Social Mobility markers linked to skills and preparedness for the world of work
- YE Alumni facing barriers to social mobility employed/ running start ups contribute to increased productivity + social mobility



# Role specification

## About the role

Young Enterprise is looking to appoint a Chief Executive who is passionate about improving the life chances of the young people we serve, and who will work with the Board, our senior team, and all our dedicated staff and volunteers, to take the organisation forward, building upon its successes to date.

The successful post-holder will be an inspirational leader who will be responsible for providing clear strategic leadership and direction for the organisation to ensure the successful delivery of YE's 2024-2030 ambitious Transforming Futures Strategy, as well as proposing future strategies that continue to grow our impact and reach.

The post-holder will be an excellent and persuasive communicator, who will continue to build the Charity's profile as a leading national financial and enterprise charity, ensuring young people with the greatest barriers are prioritised for access to support and opportunity, to build relevant skills, mindset and confidence in which to build successful futures.

The successful candidate will make an effective contribution of thought leadership in the field of financial education and applied learning and will be comfortable and confident building relationships with key stakeholders, in close collaboration with an excellent senior leadership group.

The CEO is responsible, through the YE Health, Safety & Risk Committee, for ensuring that all staff comply with YE's Health & Safety Policy and Procedures, as delegated by the Board of Trustees.

The Chief Executive will report directly to the Chair of Trustees and will supply information as required by the Senior Management Team, Chief Executive and Board of Trustees.

## Key Responsibilities

- To provide inspirational leadership, engaging and motivating staff and volunteers and leading multi-functional teams to continue building a one-team culture across all YE functions.
- Lead the strategic implementation of YE's 2024-30 Transforming Futures Strategy as agreed with the Board.
- Overall accountability for the achievement of YE's Strategic Aims and Priorities, Budget, Business Plan and quality standards are effectively delivered.
- Working closely with the Chair, to enable the Board of Trustees to fulfil its duties and responsibilities for the proper governance of the Charity and to ensure that the Board receives timely advice and appropriate information on all relevant matters.
- Actively promoting and supporting the fundraising activities of the Charity.
- Actively seeking to build the profile of the Charity as the primary public spokesperson in the areas of enterprise and financial education across a range of national media.
- Ensuring compliance with Charity law.
- To maintain positive relationships with our licensees and licensor.

The above tasks are not an exhaustive list of duties, and the post-holder will be expected to perform different tasks as necessitated by their role within the Charity and its overall objectives.



# Person specification

## Essential

- Proven leadership skills: Senior executive-level experience at an organisation of similar or larger scale and complexity. Evident high EQ and values centred leadership with the demonstrable ability to lead and motivate a largely remote team of staff and volunteers with confidence, skill and integrity. Has the personal drive and energy to achieve this.
- Passion for, and commitment to, young people.
- Exceptional business acumen: Operationally, politically and commercially astute with considerable financial skills. A strategic thinker with the skills and ability to formulate strategies, identify and seize opportunities and respond to a changing operating environment and unforeseen challenges.
- Excellent financial acumen: Has the ability to set and operate budgets and manage income, expenditure and reserve levels.
- Excellent communication skills: Excellent written and verbal skills. Has the ability to relate to, and influence, a wide range of stakeholders, network with senior personnel in the public, private and voluntary sectors. Experience of making impactful presentations to diverse audiences.
- Advocacy skills: Able to demonstrate an ability to represent the Charity as the public and private face of the organisation and effectively promote its aims.
- Excellent interpersonal skills: Able to demonstrate the ability to build relationships with a variety of people including staff members, volunteers, educators, funders and other stakeholders.
- Relationship building: Ability to access the business community and build a credible position of influence and support.
- Understanding the education environment in which YE operates: Demonstrating a thorough understanding of the education landscape in the UK, and the contribution YE can make to both state and independent schools within that landscape.
- Understanding of the role of education in promoting social mobility: Able to demonstrate an understanding of the unique opportunities YE has to make a positive contribution to social mobility.
- Change management: Demonstrating a proven track record in change management and maintaining a performance and accountability culture that measures and achieves its KPIs.
- Line Management: Demonstrating a track record of leading, and motivating, senior staff to maintain high levels of achievement.

## Desirable

- A background in education.
- Able to create effective funding partnerships with private funders and with regional and national Government departments and agencies and Voluntary Sector organisations.
- Ability to direct and guide local public sector fundraising.
- Experience of identifying, and having the ability to exploit, PR opportunities.
- Experience of the voluntary sector and working with a charity Board of Trustees.
- Knowledge of governance as it applies to a charity – having an understanding of The Charity Commission and its requirements.



# Terms of appointment

- **Salary** – circa £125,000 p.a.
  - **Holiday entitlement** – 25 days plus Bank Holidays
  - **Pension** – Employer contribution of 5% (employee contribution minimum of 3%)
  - **Location** – The role is hybrid – working at least 2 days per week out of the London office (close to Russell Square and Kings Cross stations)
  - This is a 37.5hrs per week role (Monday – Friday). The post-holder is required to work such reasonable additional hours as the needs of the post demand
  - There are currently 6 Board meetings each year, including one full-day strategy session every October. In addition, there are 8 Committee meetings. All of these must be attended by the post-holder
  - Ad hoc travel to meet with key stakeholders and supporters will be required
  - **Probationary Period** – 6 months
- Other benefits:**
- Birthday given as an additional day of leave
  - Purchase up to 5 days annual leave p.a. on successful completion of probationary period
  - Life Assurance cover – 3 x salary
  - NHS Top-up Healthcare cover
  - Financial contribution to professional development
  - Employee discount/reward platform
  - Eligibility to apply for a career break following 3 years of service



# How to apply

**Saxton Bampfylde Ltd is acting as an employment agency advisor to Young Enterprise on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **XBKTB**.

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 **Monday 10<sup>th</sup> June 2024**.

\* 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**

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.

## **Process**

Client interviews are likely to take place in the first half of July 2024.



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