**HEAD OF CORPORATE ENGAGEMENT: FAIR BY DESIGN**

**Q and As**

Barrow Cadbury Trust is an independent, endowed, charitable foundation and it’s the largest of the several dozen Cadbury family foundations. Building on its Quaker roots, it seeks long term solutions by looking at root causes of inequality.

*We are recruiting a Head of Corporate Engagement for the Fair by Design Campaign*

**Tell us more about Barrow Cadbury Trust**

The problems we address at [Barrow Cadbury Trust](http://www.barrowcadbury.org.uk/) are complex so we often work in partnership and collaboration; with grant-holders, other trusts and foundations, and local and national government, to identify solutions. We focus on a small number of distinct policy areas and try to influence them by building an evidence base, advocating for change and ensuring the voices of people affected by social injustices are heard in the debate.

**Why is the Trust interested in Fair by Design?**

Like many charitable trusts, the Barrow Cadbury Trust has traditionally used its endowment to invest in mainstream investments, albeit with an ethical filter, and has used the income generated to fund our programme of work. In 2010, the trustees decided to use part of the endowment to further the aims of the Trust through investments in charities and social enterprises, aiming to achieve both a social and a financial return with the funds.

A cluster of our social investments are tackling the poverty premium so we were keen to join forces with the Joseph Rowntree Foundation and Big Society Capital when they developed the idea of a fund specifically to tackle the poverty premium. The Fair by Design founders have established a £9m fund for direct investment. However, the Steering Group of Fair by Design recognises that merely investing in social enterprises is unlikely on its own to change regulatory frameworks, policy, public opinion or corporate behaviour. So we decided to run an influencing programme – the Fair by Design Campaign – alongside the Venture Fund.

**Tell us about the Fair by Design Campaign**

The Campaign aims to eradicate the poverty premium within ten years by assisting corporate players to improve products and by influencing stakeholders such as regulators, policy makers and the public. It could also commission research where gaps in the evidence base are identified and budget is available.

**What role are you currently recruiting for and what does it involve?**

We are seeking a second member of the team with specialist knowledge and skills in influencing corporate players and regulators. The post-holder will support the campaign Director to develop and implement campaign strategy. Alongside using their specialist skills and expertise, the post-holder will help develop mechanisms for involving people with personal experience of poverty and the poverty premium in influencing and change.

**What kind of people are you looking for?**

The Trust is looking for someone with proven experience in working constructively with corporate actors and/or regulators to change policies and services for the benefit of the less well-off. Ideally they will have experience of one or more of the areas to be targeted by the campaign: finance, insurance, energy provision and/or geographic penalties (for example the paucity/cost of transport, broadband etc in rural areas or insurance in inner cities). They will have a good grasp of the poverty policy ‘landscape’ and a broad understanding of the principle social sector players. Excellent interpersonal, communications and campaigning skills will be needed, alongside a personal commitment to the promotion of social justice and equality and the flexibility needed to work in a small team.

**Why would someone want to work for Barrow Cadbury Trust?**

This is an exciting opportunity to tackle something which is both very tangible and complex at the same time. The Head of Corporate Engagement will have a fair amount of autonomy and the opportunity to help create influence at both the highest and the most practical levels. The Trust is recognised for its thoughtful approach, its partnership working and the quality of what it does. Joining the Trust brings both responsibility and opportunity, particularly as we develop and deliver this new programme of work.

**Sum up what it’s like to work for Barrow Cadbury Trust**

We are a close-knit and highly motivated team, bringing a diversity of skills and experience to our social justice work. Joining the Trust means that you will be joining an organisation which has a depth of expertise, a breadth of connection, a supportive and reflective learning ethos, a skilled and experienced governing body, senior management team and wider staff group.