



Job Pack End Child Poverty Coalition Manager

Thank you for your interest in this role. In this pack please find:

- Information about CPAG and about the role
- Terms and Conditions of Employment
- Job description
- Person specification
- Application form

To apply, please return the application form, taking particular care to provide full details of how you meet the person specification.

Please send your application to recruitment@cpag.org.uk

Closing date for applications: Midnight Friday 2nd October 2026

Interviews will be held on: Week commencing 12th October 2026

If you require further information or need us to make any special arrangements to enable you to participate in the selection process, please contact recruitment@cpag.org.uk.

RECRUITMENT MONITORING

In the interests of monitoring our recruitment procedures we would be grateful if you complete our recruitment monitoring form.

The form should take no longer than 5 minutes to complete and will not form part of the selection process.



General Information

End Child Poverty Coalition Manager

About the End Child Poverty Coalition

The End Child Poverty Coalition is a group of over 145 organisations, charities, trade unions and faith groups, that are all in individual ways dedicated to the cause of alleviating child poverty.

Together we ask that this and future governments, commit to end child poverty.

To do this we:

- Campaign together, uniting coalition members and young people to ask central and devolved governments to end child poverty.
- Share knowledge and develop solutions with coalition members,
- Engage with young people providing opportunities for them to share their experiences with decision makers,

The work of the Coalition is governed by a smaller Steering Group which is led by the Chair – Sophie Livingstone MBE, CEO of [Little Village](#).

Sophie is supported by two Vice Chairs – Dan Paskins, Director of Impact from [Save the Children UK](#) and Alison Garnham, CEO of [Child Poverty Action Group](#).

End Child Poverty is currently hosted by Child Poverty Action Group.

About CPAG

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. It doesn't have to be like this. We use our understanding of what causes poverty and the impact it has on children's lives to campaign for policies that will prevent and solve poverty – for good. We provide training, advice and information to make sure hard-up families get the financial support they need. We also carry out high profile legal work to establish and protect families' rights.

Our vision

Our vision is of a society free of child poverty, where all children can enjoy a childhood free of financial hardship and have a fair chance in life to reach their full potential.

Our mission

Our mission is to promote action to prevent and end poverty among children and families with children in the UK.

Our beliefs

CPAG policy positions have stood the test of time for six decades. We hold that child poverty is relative to the society families live in and is characterised by a lack of resources. It is neither necessary nor inevitable and is responsive to policy action. Policy solutions should focus on adequate incomes, prioritise prevention rather than relief, and means-testing should be avoided wherever possible. When governments adopt our solutions, child poverty falls.

Our values

- Ambitious – child poverty isn't inevitable, and we won't stop until no child grows up in financial hardship.
- Voice – our work is informed by the voices of children and families
- Evidence based – we advocate solutions to child poverty based on the evidence
- Leadership – we are the leading advocates for children and families in poverty in the UK
- Independent – we are not afraid to speak out

Our theory of change

- By promoting our values, we advance the public and political will for a society free of child poverty
- By developing evidence-based solutions, we encourage policymakers and practitioners to act to prevent and end child poverty
- By campaigning, we work towards social and political change that will keep families from poverty
- By developing and sharing our social security expertise, we help maximise families' resources and inform our evidence for change.

What We Do

Policy and campaigning

We seek to achieve positive outcomes through our high-profile campaigning work – using evidence to influence government and media. We publish research and information on the causes and effects of child poverty (including briefing materials on our website - cpag.org.uk) and seek radical and practical solutions. Our journal *Poverty*, published three times a year, carries articles and features to inform and stimulate debate on poverty, its causes and consequences, and the action required to tackle it.

Rights and Advice

We provide expert advice, training and information to welfare rights advisers, lawyers and others on all aspects of the social security systems. Our staff in London and Glasgow respond to around 7,300 queries a year from advisers. Our bi-monthly *Welfare Rights Bulletin* keeps them up-to-date on new legislation and developments. During the year we reached 12,300 beneficiaries through our training, conferences and seminars. Through carefully selected test cases, we challenge unjust legislation, unfair or discriminatory decisions.

Publishing and Resources

CPAG publishes the major handbooks used by thousands of advisers, community workers, lawyers and members of the public. The *Welfare Benefits Handbook* gives full coverage of all aspects of social security. We publish handbooks and resources on housing benefit, child support, fuel rights, debt advice, benefits for migrants, council tax, student support and personal finance. AskCPAG is our platform for advisers to access up-to-date information and tools to navigate the complexities of the social security system. For more information, visit cpag.org.uk/welfare-rights

There are currently two offices from which this work is undertaken, the main office being in London and CPAG in Scotland, located in Glasgow. There is a recognised union to which most permanent staff belong.

Background to the Post and End Child Poverty

This is an exciting opportunity for someone to join us in the next phase of the Coalition's work, which will focus on ensuring the recent policy gains on child poverty are protected, effectively implemented and built upon through the UK Government taking ambitious long-term action to reduce child poverty. The End Child Poverty Coalition is a group of over 145 organisations, charities, trade unions and faith groups, that are all in individual ways dedicated to the cause of alleviating child poverty. The successful candidate will use their strong experience in cross organisational planning to lead and coordinate the End Child Poverty Coalition's collective influencing, campaigning and communications activity at a pivotal moment in the fight against child poverty.

Working closely with the Chair, Vice Chairs, Steering Group and Coalition members, they will strengthen the Coalition's role as the leading civil society voice on child poverty, bringing together evidence, lived experience and political influence to secure lasting policy change. The ideal candidate will take an active part in building a stronger voice on child poverty using collaborative methods, ensuring the Coalition has a significant and ongoing presence on child poverty issues. The ECP Coalition Manager will use their influencing campaigns experiences to manage a range of campaigns and media work, use their excellent interpersonal skills as the first point of contact and coordinator for the End Child Poverty Coalition and be responsible for facilitating the participation of young people with lived experiences of child poverty.



Terms and Conditions of Employment End Child Poverty Coalition Manager

Job title	End Child Poverty Coalition Manager
Contract:	Permanent
Location:	You will be based in London, but you will be able to agree a pattern of regular remote working with your line manager.
Salary:	Band D: £49,522 - £54,734 (for 21 hours pro rata £29,712 - £32,840; for 28 hours £39,617 - £43,787). It is expected that new joiners will start at the beginning of the salary range. Progression through the salary range will be based on performance and achievement of objectives.
Hours:	21 or 28 hours per week. CPAG operates a 'core hours' and flexi/TOIL (Time Off In Lieu) policy. Flexible working arrangements will be considered (e.g. part time, compressed hours).
Annual leave:	30 days a year annual leave (plus additional 4 days during the Christmas/New Year period). Pro rata for part-time.
Other benefits:	Interest free travel loan, automatic enrolment into CPAG's nominated Group Personal Pension Scheme, income protection insurance and 'death in service' provision, and a range of leave entitlements for family and other reasons and other wellbeing benefits (details are on the attached sheet).

There is a six-month probation period for this post.

CPAG's Commitment to Equity, Diversity and Inclusion

Everyone has the right to be treated with fairness, dignity and respect and to live free from discrimination. We recognise there is an organisational responsibility to tackle inequality and encourage diversity in respect of both the work we undertake and the people we employ and also that every employee of the organisation has personal responsibility to abide by and promote the policy.

CPAG recognises that discrimination can occur and will promote anti-discriminatory practices for people who may be discriminated against on grounds of race, colour, nationality, ethnic origin, religion, belief, gender, class, HIV & AIDS, age, disability, marital status, pregnancy, people who are gay, lesbian or transgender, people who have dependents or people who are using mental health services.

We are proud to be an organisation that is not afraid to point out injustice and inequality and have policies in place that recognise the importance of equity and diversity. However, we know as an organisation that there is always room for improvement. We acknowledge the problem with racial diversity within the charity sector and we are committed to taking action to change this. In trying to achieve social change, greater fairness and equality, we must also hold ourselves to account. We want to build a diverse group of talented people working towards our shared vision.

To this end we have set up an Equity, Diversity and Inclusion (EDI) group to advise on and help lead this work. Championed by our Board and leadership, we aim for EDI to be embedded throughout our organisation and strategy. We are committed to making change where it is needed and look forward to being part of a sector that prioritises diversity and equality.

We are prepared to invest resource, to where possible recruit for potential rather than seek perfection and recognise the need for a better understanding of racial and other biases in order to reflect the

communities we work in. We continue to value the insights brought to the organisation through lived experience. CPAG needs to be a safe place to work, to challenge and feel safe to have uncomfortable conversations.

Additional Information on Terms and Conditions of Employment

Leave entitlements

- 30 days annual leave
- 4 additional days paid leave during the office Christmas closure
- 9 bank holidays
- 26 weeks paid maternity leave and 13 weeks of maternity leave at the current rate of SMP
- Shared Parental Leave
- 6 weeks paid leave for staff whose partner has or adopts a baby
- 6 weeks paid paternity leave including a maximum of 2 weeks statutory paternity pay
- 13 weeks unpaid parental leave for parents or guardians of children up to age 16 (18 weeks for parents or guardians of disabled children)
- 10 days paid leave for staff members who have to care for a dependent
- 5 days paid leave for urgent domestic reasons
- 5 days paid leave for staff who carry out public duties
- 10 days paid study leave subject to agreement by CPAG
- An unpaid career break of up to 6 months available to staff after 2 years' service
- Time off in lieu, flexible working options and flexitime to allow staff to work flexibly

Arrangements apply pro rata to part-time staff and basic annual leave dependant on start date and hours and runs from April to March.

Other benefits

- Access to Employee Assistance Programme and BUPA Healthy Minds counselling
- Occupational Health Service
- Group Personal Health Insurance
- Flu jab vouchers
- Eye sight tests and vouchers
- Season ticket loan
- Cycle to Work scheme
- Monthly staff socials and regular staff away days and Christmas lunch



Job Description

End Child Poverty Coalition Manager

Job Title:	End Child Poverty Coalition Manager
Reports To:	Chair, ECP and a Senior Manager within Child Poverty Action Group
Team:	CPAG Policy, Rights and Advocacy
Salary band:	Band D
Hours:	21 or 28 hours a week

Job Purpose:

The next phase of the Coalition's work will be focused on ensuring the recent policy gains on child poverty are protected, effectively implemented and built upon through the UK Government taking ambitious long-term action to reduce child poverty.

The postholder will lead and coordinate the End Child Poverty Coalition's collective influencing, campaigning and communications activity at a pivotal moment in the fight against child poverty.

Working closely with the Chair, Vice Chairs, Steering Group and Coalition members, they will strengthen the Coalition's role as the leading civil society voice on child poverty, bringing together evidence, lived experience and political influence to secure lasting policy change.

- To help build a stronger, and more aligned, civil society voice on child poverty, using collaborative methods to ensure shared ownership of work throughout the Coalition
- To ensure that the End Child Poverty Coalition has a significant and ongoing lobbying presence on child poverty issues, including by rapid and high-quality analysis of child poverty data and emerging child poverty issues and policies
- To manage End Child Poverty Coalition campaigns and media work on behalf of the coalition
- To provide a point of contact and act as coordinator for the End Child Poverty Coalition
- To facilitate the participation of young people who have experienced poverty throughout the work of the Coalition

Tasks and Responsibilities:

Coalition Leadership and Strategy

- Support the effective governance, leadership and coordination of the Coalition and its Steering Group.
- Maintain strong engagement across Coalition members, ensuring a coordinated, informed and influential collective voice.
- To work with the Coalition Chair, Vice Chairs and Coalition Steering Group to develop and help implement a clear work plan for the ECP Coalition for the next 12 months and beyond
- To communicate and engage with the Coalition steering group and the wider membership
- To coordinate Coalition meetings, including a large in person conference once a year, and online information sharing sessions, to drive the work of the coalition forward

Policy, campaigns and communications

- Ensure the Coalition remains a trusted, authoritative and influential voice within public and political debates about child poverty.
- To analyse and monitor child poverty data and emerging child poverty issues, and work with colleagues across the Coalition who are also doing this, to guide and inform the work of the coalition
- To develop, coordinate and disseminate responses to UK child poverty issues in the media on behalf of the Coalition. And in particular to work with the media to highlight the experiences of young people with lived experience of poverty
- To maintain and develop the Coalitions online presence, in particular its website and social media channels
- To develop and implement campaigns, based on the work plan, and engage the wider Coalition with this work
- To project manage small teams of staff from several organisations to achieve project outcomes
- To coordinate and write shared policy documents for public dissemination
- To represent the Coalition at meetings with funders, decision-makers and other stakeholders
- Mobilise Coalition members around shared influencing priorities and campaign objectives
- Coordinate rapid responses to policy announcements, political developments and emerging issues

Lived Experience and Participation

- Ensure lived experience informs the Coalition's influencing priorities, policy proposals and communications
- Support safe, ethical and impactful engagement of experts by experience with policymakers, political parties and the media
- To manage facilitation work with young people and experts by experience – ensuring that their opinions help shape the Coalition workplan, and that their voices are present in conversations with decision maker
- Provide training and support for the group of youth ambassadors, and implement CPAG's Safeguarding policy throughout all the Coalition's work

Finance and Funding

- To work with the CPAG finance team on monitoring the Coalition's expenditure and invoicing annual membership fees
- To assist in funding applications for Coalition activities, and to produce funder updates and reports when required
- To recruit organisations with relevant interests to join the Coalition

Person Specification – End Child Poverty Coalition Manager

In order to be considered for this post you will have to demonstrate that you already have:

Experience

Essential	Desirable
Demonstrable experience of developing and implementing influencing campaigns at a UK level, including in Westminster.	Demonstrable experience of designing funding proposals and securing funding.
Demonstrable experience in cross-organisational planning.	Experience or demonstrable skills in youth participation work.

Experience of managing a complex network or team using excellent interpersonal skills.	
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Knowledge

Essential	Desirable
Understanding of child poverty in the UK and the particular challenges that can pose for advocacy and media work involving experts by experience.	
Knowledge of how to work effectively with parliamentarians and policy makers to achieve social policy goals.	
Understanding of how to work with the media to deliver public attention to social policy issues.	
Knowledge of the latest campaigning techniques and good practice.	
Understanding of safeguarding principles.	
Skills & Abilities	
Excellent project management skills, including monitoring and evaluation skills and budget monitoring.	
Ability to work independently.	
Ability to work to tight deadlines and to prioritise between competing tasks.	
Strong writing skills including the ability to draft compelling and concise campaign communications and web / social media copy.	
Great oral communication skills, including the ability to influence opinion formers and potential civil society partners.	
Ability to work collaboratively with a range of internal and external stakeholders.	
Demonstrable experience of working in the media – and supporting experts by experience in media work.	

Personal Qualities

Essential	Desirable
Commitment to CPAG's aims and objectives.	
Commitment to CPAG's diversity and equality policy.	
Ability to spend occasional nights away from home on business – include if essential to the role.	