

## **NNPCF Roles and Person Specifications:**

### **Co-Chair Job Description**

Reporting to:	2018/19: Gail Walsh as part of the MoU with Contact
Location:	Home based
Hours:	Up to 60 paid days per annum. To be reviewed as part of the annual budgeting process
Employment status:	Contractor/Associate drawn from the Steering Group

#### **Role Purpose:**

The Co-Chairs represent the leadership of the NNPCF. They have oversight of the day to day operations and longer-term strategy of the NNPCF. They are ultimately responsible to the membership and the Steering Group and must safeguard the cohesion, reputation and effectiveness of the Organisation.

The Co-Chairs will hold the Management and Steering Group Teams to account for the NNPCF's mission and vision, providing inclusive leadership to the teams, ensuring that each member fulfils their duties and responsibilities for the effective governance of the Organisation and ensure that the two teams functions as a unit to achieve agreed objectives. Together, they will act as an ambassador and the public face of the Organisation. The dual post is in keeping with our principles of two parent carers working in tandem.

### **Key responsibilities**

#### **Strategic leadership**

- Shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Provide leadership to the Organisation and its Teams, ensuring that the Organisation is effective in supporting its member parent carer forums
- Ensure effective oversight of appointment of Steering Group and Management Team members



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- Ensure that Management Team and Steering Group fulfil their duties and responsibilities for the effective governance of the Organisation in accordance with its policies.
- Ensure that the Teams operate within their objectives, and provides a clear strategic direction for the Organisation
- Ensure that the Teams are able to regularly review major risks and associated opportunities, and satisfy itself that systems are in place to take advantage of opportunities, and manage and mitigate the risks
- Ensure that the Teams fulfils its duties to ensure sound financial health of the Organisation, with systems in place to ensure financial accountability

## **Operational Oversight and Management**

- Supervision of Management Team members, conducting quarterly 1-1 sessions
- Prioritisation of the Contact administrative staff
- Administration tasks associated with Co-Chair position such as setting agendas, reviewing minutes, reviewing action points.
- Set the budget and finances together with the Steering Group and, monitor and manage NNPCF budgets and finances, in partnership with Contact ensuring value for money
- Utilise Fame to record work schedules, reports of meetings and personal activities on behalf of the NNPCF

## **Governance**

- Ensure that the governance arrangements are working in the most effective way for the Organisation
- Develop the knowledge and capability of the Teams
- Encourage positive change where appropriate. Address and resolve any conflicts within the Teams
- Recruit and appoint members to the Management Team which is then approved by the Steering Group
- Provide feedback on the performance of the Management Team and Steering Group on an annual basis
- Determine the structure of the Organisation and reviewing regularly to ensure it is fit for purpose



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- Ensure that the Teams have the right balance of skills, knowledge and experience needed to govern and lead the Organisation effectively, and which also reflects the wider population of parent carer forums
- Work within any agreed policies adopted by the Organisation

### **External relations**

- Act as an ambassador for the cause and the Organisation
- Maintain close relationships with key members of the Government and with other key influencers and stakeholder groups
- Act as a spokesperson for the Organisation when appropriate
- Represent the Organisation at external functions, meetings and events
- Facilitate change and address any potential conflict with external stakeholders
- Develop new opportunities for the Organisation

### **Efficiency and effectiveness**

- Chair relevant meetings effectively and efficiently, bringing impartiality and objectivity to the decision-making process
- Ensure that Management and Steering Group members are fully engaged and that decisions are taken in the best, long-term interests of the Organisation and that the Teams takes collective ownership
- Foster, maintain and ensure that constructive relationships exist with and between the Teams
- Monitor that decisions taken at meetings are implemented

### **Communication and co-production with membership**

- Ensure that the membership's voice is heard and understood when leading and managing the NNPCF
- Ensure that NNPCF developments are communicated effectively to the membership

### **Additional information**

The above list is indicative only and not exhaustive. The Co-Chairs will be expected to perform all such additional duties as are reasonably commensurate with the role.

## Co-Chair Person Specification

The Co-Chair must be a current member of the Steering Group to be eligible to apply for the role. In addition to the qualities required of a Steering Group or Management Team member, the Co-Chair must also meet the following requirements:

### Personal qualities

- Demonstrate a strong and visible passion and commitment to the Organisation, it's strategic objectives and cause
- Personal gravitas to lead a significant national Organisation
- Exhibit strong inter-personal and relationship building abilities and be comfortable in an ambassadorial role
- Demonstrate tact and diplomacy, with the ability to listen and engage effectively
- Strong networking capabilities that can be utilised for the benefit of the Organisation
- Ability to foster and promote a collaborative team environment
- Ability to commit time to conduct the role well, including travel and attending events out of office hours

### Experience

- Experience of operating at a senior strategic leadership level within an Organisation
- Successful track record of achievement through their career
- Experience of Organisation governance and working with or as part of a Teams of Trustees/Board members or similar
- Experience of external representation, delivering presentations and managing stakeholders
- Significant experience of chairing meetings and events



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## Knowledge and skills

- Broad & detailed knowledge and understanding of the SEND sector and current issues affecting it
- Able to develop the objectives and priorities of the NNPCF based on the Teams' and membership input
- Good understanding of the NNPCF book of work, stakeholders and work streams
- Financial management expertise and a broad understanding of the Organisation's finance issues
- Good understanding of the Organisation's governance issues
- Strong leadership & inter personal skills
- Strategic thinking and problem-solving abilities
- Ability to motivate and bring people together
- Excellent planning and organisational skills

## Terms

The Co-Chair must be a serving Steering Group member. The Organisation's Co-Chair will serve a three-year term to be eligible for re-appointment for one additional term, in addition to the maximum two terms standing as a Steering Group/Management Team member.

The post will involve lone working and working out of normal office hours. It will also involve some local, and national travel and occasional over-night stays.



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## Communications Lead Job Description (Management Team role)

Reporting to:	Co-Chairs
Location:	Home based
Hours:	Up to 40 days per annum. To be reviewed each year as a part of the budgeting process
Employment status:	Contractor/Associate appointed by the Co-Chairs and approved by the Steering Group.
Note:	Candidates need not have been previous or current Steering Group members. Attendance at Steering group meetings but may be required. This role does not carry voting rights in Steering Group decisions

### **Role purpose**

Managing and overseeing activities across our various communication channels and functions, working closely with the Contact/relevant DfE appointed organisation's Communications lead.

### **Key responsibilities**

#### **Strategic leadership**

##### **Working with the Co-Chairs, Management Team and Steering Group**

- Help shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Develop/deliver the Communication Strategy across the entire spectrum of communication disciplines including: media and public relations, internal communication, brand marketing, advertising, marketing, digital and social media and production of materials
- Develop effective communication with member forums and their membership
- Report on and analyse all aspects of communications
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Act as a 'brand guardian' ensuring consistency across all internal and external communications



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- Identify issues that could potentially damage the Organisation's reputation and recommend actions to mitigate this risk
- Keep up to date on best practice within the SEND sector generally and particularly changes to communications innovation, legislation and codes of practice
- Work in partnership with the Head of Parent Carer Participation at Contact and Contact's Digital and Communication teams, or alternate contract holder, to co-ordinate key national messages and identify opportunities for shared communications

## **Publications**

- Lead on developing communications materials, including the Annual Report
- Co-develop and distribute regular e-joint bulletins/newsletters to promote publications, program activities, events and other key information
- Oversee the management of a case study database

## **Digital website**

- Take responsibility for the development and management of the website and blog, including generating content, making improvements to functionality, maximising its potential and monitoring its performance

## **Social media**

- Manage and develop social media presence across Facebook and Twitter, and other relevant apps, sourcing and sharing newsworthy information from across the sector.
- Produce quarterly reports detailing social media activity to share with the team

## **Publicity and media**

- Increase the Organisation's profile across media, and with influencers and other organisations
- Develop relationships with target media representatives to promote the key objectives of the NNPCF



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- Write releases, articles and statements
- Respond to and/or sourcing the correct person to respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics
- Support other volunteers, e.g. National Representatives or Steering Group, to assist with any communications required

## **Internal communications**

- Develop and maintain communications approach and principles of the NNPCF, with colleagues
- Ensure member Forums have the tools and resources, including email, to effectively communicate to their membership and other local stakeholders, so they develop an understanding of the wider work of the NNPCF and needs of its member PCFs
- Ensure the communications approach facilitates two-way upward feedback from Forums to the Management Team and Steering Group
- Provide training on branding where necessary?? and ensure volunteers are well briefed on key communications issues
- Maintenance of the NNPCF communication grid
- Analyse all aspects of communications on a quarterly basis and prepare a report to present

## **Supplier management**

- Manage relationships with suppliers of services essential to communication work, e.g. Conference/AGM, annual report

## **Finances**

- Prepare and monitor annual communications budget

## **Other**

- Take an active part in the NNPCF's external events
- Support any fundraising, services, education and public affairs activities
- Participate in cross-functional projects
- Utilise Fame to record work schedules, reports of meetings and personal activities on behalf of the NNPCF



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## **Additional information**

The above list is indicative only and not exhaustive. This role will be expected to perform all such additional duties as are reasonably commensurate with the role.



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## Communications Lead Person Specification

### Personal qualities

- Remains calm under pressure
- Exercises sound judgement
- Is fair, ethical and considered
- Can stand back and reflect before responding
- Can “read” people and situations quickly and effectively
- Able to demonstrate through their communications they understand and can support their target audience

### Experience

#### Desirable

- Communication and marketing experience in the charity/SEND sector
- Media management experience and competency
- Experience of managing/supervising volunteers
- Campaign management experience

### Knowledge and skills

#### Essential

- Sound knowledge and skills in using/exploiting digital and social media
- Excellent communication skills, proven in both writing and verbally
- Experience of working in partnership with other organisations
- Possess an excellent understanding of the needs of our sector and the PCFs
- Ability to work independently and as part of a small team
- An ability to deliver effective presentations
- Excellent organisational skills with the ability to manage own workload, work independently and achieve results without close supervision
- Experience of strategic and operational decision – making
- Ability to write copy and press releases
- Experience of pulling together case studies through different mediums
- A commitment to work in accordance with the principles of equality and diversity
- A flexible approach and willingness to learn and develop



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## **Terms**

Appointment will be for one year, to be reviewed annually, with the budget being set each year.

The post will involve lone working and working out of normal office hours. It will also involve some local and national travel and occasional over-night stays.



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## Participation Lead (Management Team role)

<b>Reporting to:</b>	Co-Chairs
<b>Location:</b>	Home based
<b>Hours:</b>	Up to 48 days paid per annum to be reviewed each year as part of the budgeting process
<b>Employment status:</b>	Contractor/Associate appointed by the Co-Chairs and approved by the Steering Group.
<b>Note:</b>	Candidates need not have been previous or current Steering Group members. Attendance at Steering group meetings but may be required. This role does not carry voting rights in Steering Group decisions

### Role purpose:

Ensuring the vision, mission, objectives and priorities of the NNPCF is fully understood by the National Representative team, that they are fully engaged and feel supported to effectively deliver this agenda; managing and overseeing activities across our various work stream areas and locations. Using their skills and knowledge to evaluate requests for NNPCF attendance at meeting against the priorities of the Organisation

### Key responsibilities

#### Strategic leadership

- Help shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Ensure that the National Representatives team remains a core part of the NNPCF team and provide them with a space in which they can communicate and seek advice.
- Set the longer-term strategic aims and objectives for the national rep work

#### Operational management

- Review the activities and work requests of the NNPCF to ensure that they will deliver our objectives and priorities and prioritise the right work streams (and conversely de-prioritise others) accordingly in conjunction with the



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NNPCF co-chairs and Contact or subsequent contract holder's administrative support

- Assign an appropriate person to each work stream with the right experience, skills and "seniority" (NNPCF national representative, Steering Group member or Co-chair) using a transparent process
- Ensure good communication (including appropriate reports and information from representative work) between National Representatives, Steering Group members and co-chairs as appropriate (e.g. through FAME and briefings at Steering Group Meetings)
- Communication with National Representatives (including helping to organise and facilitate at least one National Representative day each year and share themes and issues identified with the SG, National Representatives and membership)
- Provide a report to the Steering Group and Management Team on National Representative activity and key issues and themes prior to each meeting
- Utilise Fame to record work schedules, reports of meetings and personal activities on behalf of the NNPCF

### **Team management**

- Lead and co-ordinate the selection process for NNPCF Steering Group members and National Representatives
- Conduct regular reviews with each national rep to ensure they are engaged and are performing consistently
- Ensure virtual lines of communication are clear, open and transparent
- Ensure National Representatives utilise Fame to record work schedules, reports of meetings and personal activities on behalf of the NNPCF
- Resolve any issues concerns quickly and sensitively

### **Additional information**

The above list is indicative only and not exhaustive. This role will be expected to perform all such additional duties as are reasonably commensurate with the role.



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## Participation Lead Person Specification

### Personal qualities

- Able to nurture and motivate individuals
- Is fair, ethical and considered
- Is empathetic and sympathetic
- Shows understanding of supporting individual needs, as well as that of the team as a whole
- Influential and charismatic
- Able to confidently take and implement decisions

### Experience

#### Desirable

- Previous track record of successfully managing virtual teams
- Experience of developing effective, two-way internal communication structures amongst teams

### Knowledge and skills

#### Essential

- Excellent interpersonal skills,
- Good understanding of the objectives and priorities of the NNPCF
- Good understanding of the NNPCF book of work, stakeholders and work streams
- Excellent people management skills (effectively managing the pool of national representatives)
- Possess an excellent understanding of the needs of our sector and the PCFs
- Effective planning and organisational skills
- Ability to work independently and as part of a small team
- An ability to deliver effective presentations
- Excellent organisational skills with the ability to manage own workload, work independently and achieve results without close supervision
- Experience of strategic and operational decision – making
- A commitment to work in accordance with the principles of equality and diversity
- A flexible approach and willingness to learn and develop
- Ability to deliver training and source possible trainers as necessary



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## Terms

Appointment will be for one year, to be reviewed annually with the budget being set each year.

The post will involve lone working and working out of normal office hours. It will also involve some local and national travel and occasional over-night stays.



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## Policy/Consultations Lead (Management Team role)

<b>Reporting to:</b>	Co-Chairs
Location:	Home based
Hours:	Up to 23 days paid per annum to be reviewed each year as a part of the budgeting process
Employment status:	Contractor/Associate appointed by the Co-Chairs and approved by the Steering Group.
Note:	Candidates need not have been previous or current Steering Group members. Attendance at Steering group meetings but may be required. This role does not carry voting rights in Steering Group decisions

### Role purpose:

To work with members of the Steering Group and other stakeholders to translate the “lived experience” of parent carer forums and their members, into NNPCF policy, “Position Statements” and “Talking Points”. A key part of the role will also be to help inform relevant Policy debates via the development of clear and coherent arguments, reinforced as appropriate by statistics and data. The aim should be to maintain and enhance the NNPCF’s reputation as a credible organisation which can act as a trusted partner in all relevant SEND Government policy discussions. Consultations?

### Key Responsibilities

#### Strategic leadership

- Help shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Understand relevant legislation and political, social and legal developments and context that impact on members
- Understand the “lived experience” of SEND of our membership. This will be through various ways:
  - Talking to members
  - Feedback from other regional Steering Group members
  - Surveys
  - Media articles
  - Statistics and data



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- Highlight consultations that are relevant to the NNPCF and our members
- Review these upcoming consultations and determine how the NNPCF should prioritise and engage with each

## **Operational management**

- Provide policy analysis, development and research on matters related to the needs of the NNPCF membership
- Work closely with the Participation Lead to find the most suitable National Representative to execute policy/consultations brief and to keep the National Representative team appraised of the latest policy developments /consultations
- Maintain existing policy and talking point documentation
- Draft new policy, "Position Statements" and "Talking Points" documentation as required
- Draft consultation responses with appropriate input from membership, gain sign off and submit agreed responses
- Liaise with Contact Policy Officer/Lead as appropriate
- Collaborate with the Communications Lead to develop appropriate communication to Forum members
- Work with other policy leaders in the sector as appropriate Provide support (including information and advice) as necessary, to our member Forums
- Utilise Fame to record work schedules, reports of meetings and personal activities on behalf of the NNPCF

## **External stakeholder management**

- Representing the NNPCF at meetings with policymakers and other stakeholders
- Work closely with the Communications and Participation Leads and others to ensure the NNPCF's position on key matters of interest is effectively and accurately transmitted to internal and external stakeholders.

## **Additional information**

The above list is indicative only and not exhaustive. This role will be expected to perform all such additional duties as are reasonably commensurate with the role.



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## Policy/Consultation Lead Person Specification

### Personal qualities

- Able to work on issues that can raise complex political challenges in a non-partisan, calm manner
- Is fair, ethical and considered
- Influential and charismatic
- Able to confidently take and implement decisions

### Experience

#### Desirable

- Previous experience of SEND policy areas
- Previous experience of report writing for a range of potential audiences.

### Knowledge and skills

#### Essential

- Excellent interpersonal skills,
- Good understanding of the objectives and priorities of the NNPCF
- Good understanding of the NNPCF book of work, stakeholders and work streams
- Ability to quickly grasp complex policy issues and summarise them effectively and confidently to both expert and non-technical audiences
- Good technical understanding of the SEND environment including law and policy, key news, facts and statistics
- Ability to translate specific examples and experiences into broader policy
- Ability to listen to membership through a variety of channels
- Good written communication skills to make NNPCF's key points in a clear and persuasive way
- Possess an excellent understanding of the needs of our sector and the PCFs
- Effective planning and organisational skills
- Ability to work independently and as part of a small team
- Excellent organisational skills with the ability to manage own workload, work independently and achieve results without close supervision
- Experience of strategic and operational decision – making



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- A commitment to work in accordance with the principles of equality and diversity
- A flexible approach and willingness to learn and develop

## Terms

The Appointment will be for one year, to be reviewed annually with the budget being set each year.

The post will involve lone working and working out of normal office hours. It will also involve some local and national travel and occasional over-night stays.



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## Regional Steering Group Member

<b>Reporting to:</b>	Co-Chairs
<b>Location:</b>	Home based
<b>Hours:</b>	Up to 30 days per annum to be reviewed annually as part of the budgeting process
<b>Employment status:</b>	Contractor/Associate recruited from member Parent/Carer Forums

### **Role purpose:**

To listen, understand and represent our Parent/Carer Forum members, regionally. To develop cohesion, best practice and provide informal support to NNPCF members across the region. Seeking and acknowledging the contribution from those forums and sharing this best practice within, and across regions. Equally, to promote and support the work of the NNPCF through the Network's vision mission and objectives, working collaboratively with colleagues across the regions to build positive, constructive working relationships.

### **Key Responsibilities**

#### **Strategic leadership**

Working closely with the Co-Chairs, Management Team and other Steering Group colleagues,

- Listen to and understand the lived experience of families with children/young people with SEND through/within our Parent Carer Forums
- Translate this understanding into national policy and positions and priorities in conjunction with other Steering Group members
- Help shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Represent these policy positions to influence regional and national stakeholders
- Feedback to regional PCFs on regional and national work
- Develop and maintain best practice across the organisation promoting a culture of continuous improvement
- Provide two-way feedback between the Steering Group and the Forums about regional and national developments and challenges



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- To support and enable the NNPCF to continue to raise its profile and effectiveness in achieving the continuing improvement of policies and services affecting families with SEND
- To represent the NNPCF at national events and on Steering Groups/meetings
- Collaborate with colleagues to define and articulate strategies to achieve the vision of the NNPCF
- Help shape the vision, mission, objectives and priorities of the NNPCF and how this translates into the work we do
- Influence stakeholders to achieve results that are in the best interest of the NNPCF
- Contribute to the delivery of associated performance targets / KPI's.
- Utilise Fame to record work schedules, reports of meetings and personal activities on behalf of the NNPCF

### **Working with local forums and regional partners**

- Build positive relationships with Parent Carer Forums and other regional stakeholders across the relevant region and acting as a link to promote shared learning and good practice
- Support opportunities for regional forums to meet termly
- Distribution via email of communications sent by the NNPCF Communication Group, including alerting members to the Steering Group headlines (on the website) and requests for information
- Provide regular regional updates which highlight key issues for local areas which could be shared with for example, the Department for Education as well as other regional and national stakeholders, to ensure they remain alert to key issues and concerns
- Collate regional responses to feedback to the NNPCF to inform a national response to a range of requests including consultation, existing and emerging policy and feeding back resulting outcomes

### **External stakeholder management**

- Represent the NNPCF at meetings with policymakers and other stakeholders
- Work closely with the Communications and Participation Leads and others to ensure the NNPCF's position on key matters of interest is effectively and accurately transmitted to external stakeholders



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## **Additional information**

The above list is indicative only and not exhaustive. This role will be expected to perform all such additional duties as are reasonably commensurate with the role.



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## Regional Steering Group Person Specification

### Personal Qualities

- Able to nurture and motivate individuals
- Is fair, ethical and considered
- Is empathetic and sympathetic
- Shows understanding of supporting individual needs, as well as that of the team as a whole
- Influential and charismatic
- Able to confidently take and implement decisions

### Experience

#### Desirable

- Previous track record of successfully managing virtual teams in complex matrix environments
- Experience of developing effective, two-way internal communication structures amongst teams

### Knowledge and skills

#### Essential

- Must be, or have been a parent or carer of a child/young person with SEND
- Excellent interpersonal skills
- Good understanding of the objectives and priorities of the NNPCF
- Good understanding of the NNPCF book of work, stakeholders and work streams
- Excellent people management skills
- Possesses an excellent understanding of the needs of our sector and the PCFs
- Effective planning skills
- Ability to work independently and as part of a small team
- An ability to deliver effective presentations
- Excellent organisational skills with the ability to manage own workload, work independently and achieve results without close supervision
- Experience of strategic and operational decision – making
- A commitment to work in accordance with the principles of equality and diversity
- A flexible approach and willingness to learn and develop



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## Terms

The role will serve a three-year term to be eligible for re-appointment for one additional term.

The post will involve lone working and working out of normal office hours. It will also involve some local and national travel and occasional over-night stays.

## Appendix 1: Election process for NNPCF co-chairs

This appendix should be read in conjunction with the NNPCF co-chairs role description in the main body of this document.

NNPCF co-chairs are elected from the NNPCF steering group using the following process:

1. Candidates wishing to be considered for the role of NNPCF co-chair should submit a 2 page summary (A4 sheets using a font no smaller than 12 point) describing how they meet the skills, experience and knowledge requirements of the NNPCF co-chair role description and person specification. This should be done at least two weeks prior to the steering group meeting at which the election of co-chair will take place. These will be shared with the steering group, two weeks before the steering group selection meeting.
2. The candidates will be asked to present to the NNPCF steering group for up to 7 minutes at the selection meeting on their suitability for the role of co-chair. The presentation may have paper handouts but may not be presented electronically. Candidates will draw lots to determine the order of the presentations.
3. Following the presentations, the NNPCF administrator will conduct a secret ballot of NNPCF steering group members (one vote per member) to determine the new co-chair. If an NNPCF steering group member is not able to be present, they may e-mail the NNPCF administrator ahead of the ballot to cast their vote. In the event of a tie, the sitting NNPCF co-chair has the casting vote.
4. Candidates and steering group will be informed of the result of the vote immediately and the new co-chair will take office as soon as the existing co-chair steps down.

## Appendix 2: Management Team selection process

This appendix should be read in conjunction with the NNPCF management team role descriptions in the main body of this document.

NNPCF management team are appointed by the NNPCF co-chairs. They may ask other members of the steering group or NNPCF support (e.g. Contact staff) to help in this process as required.

1. Vacancies for management team roles should be publicised through the appropriate channels, this may include (but is not limited to) the NNPCF closed facebook page, an all forums e-mail, through NNPCF regional meetings and the NNPCF website. Note that management team members do not have to be current or previous NNPCF steering group members.
2. Candidates wishing to be considered for a management team role should submit a 2 page summary (A4 sheets using a font no smaller than 12 point) describing how they meet the skills, experience and knowledge requirements of the NNPCF management team role description and person specification.
3. The NNPCF co-chairs will review any applications and conduct any interviews they consider to be necessary. NNPCF co-chairs will determine the format and medium for any interviews.