



A NEW DIRECTION

Programmes Manager, Education and Culture

Are you an excellent programme manager with experience of managing large-scale programmes working with SEND settings, schools and the cultural sector?

We're looking for someone who can quickly build positive relationships, who is meticulous about the detail, and who can successfully deliver complex projects that delight, inspire and support educators, children and young people, to join our Education & Culture Team.

If you are interested and would like any of the application documents in a different format, would like any support with the process or have any questions, please email recruitment@anewdirection.org.uk or call 0207 608 2132.

Contents

About Us.....	2
Our Vision, Mission & Values	2
About the Role.....	3
Who we are looking for	3
What we can offer you.....	4
How to apply.....	4
Job Description.....	5
Person Specification	7

About Us

A New Direction is an award-winning charity generating opportunities for children and young people to own their creativity and shape culture.


We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and providing real and transformative opportunities - from childhood through school years and into employment.

Find out more about [what we do and our impact](#).

Our Values




Equity



Connectivity



Trust and Respect



Creative culture



Kindness

We're a small, tight-knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

Our Vision, Mission & Values

Our **vision** is for a world where all children and young people achieve their creative potential.

Our **mission** is to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

Our **values** are the DNA of our organisation. They run through everything we do – determining our activity, guiding the way we work and behave, and influencing decision-making at every level.

Find out more about [our values](#).

About the Role

A New Direction's Programmes Managers lead the planning, development and delivery of assigned projects or programmes, ensuring they are accessible and inclusive, aligned with A New Direction's values and have a meaningful impact.

This role in our Education & Culture team will primarily focus on our [I AM programme](#) empowering Deaf, disabled and neurodivergent children and young people to explore their creativity.

As Programmes Manager, Education & Culture you will:

- Produce, deliver, and oversee the successful implementation of assigned A New Direction education and culture programmes.
- Represent A New Direction and build and manage positive relationships with key stakeholders to contribute to sustained support of our work and successful delivery of our programmes.
- Collaborate with a team of passionate colleagues who share a vision for a world where all children and young people achieve their creative potential and provide effective and empathetic line management for one of our Programme Officers.

Please read the [job description](#) below for full details about the purpose, expected impact and core responsibilities of this role.

Who we are looking for

We're looking for someone who:

- Is a **confident project manager and meticulous planner**, with experience managing of multiple complex projects or programmes (ideally with a focus on SEND education) and excellent attention to detail.
- Is an **effective communicator**, who has a warm and friendly manner and positive approach that makes them great at building relationships with education and cultural partners.
- **Values inclusion** and is committed to working in and contributing to an inclusive environment that values and celebrates diversity.
- Can demonstrate **a strong understanding of the education sector, including SEND settings**, and is highly motivated to bring high-quality arts and cultural opportunities to London's pupils.
- Is **flexible and solutions-focused**, with an adaptable approach to their work and a positive, open approach to collaborating with and supporting others.

Please read the [person specification](#) below for full details about the skills, experience and approach we are looking for.

We welcome applications from people who have transferable skills and/or do not meet every skill requirement.



What we can offer you

We can offer you a flexible and supportive working environment, a friendly team, and a unique opportunity to shape a new role and make a difference.

Contract: Permanent

Hours: Full-time (35 hours per week)

Salary: £38,790 per annum (with increases in line with A New Direction's pay progression policy)

Employee benefits include:

- 25 days annual leave per year with an extra day for each year of service up to 30 days (plus bank holidays).
- Training to support you in your job role and study leave up to 5 days per year.
- Up to 3 days paid time off for volunteering per year.
- Membership of our employer-funded health cash plan
- Access to our free and confidential Employee Assistant Programme, including free short-term counselling.

Find out more about our [employee benefits](#).

How to apply

Full details of how to apply can be found on the [A New Direction Job Board](#).

The deadline for applications is 10am on Monday 26 January 2026.

Interviews will take place on Tuesday 10 February 2026.

If you would like any of the application documents in a different format, would like any support with the process or have any questions, please email recruitment@anewdirection.org.uk or call 0207 608 2132.

Job Description

Job Title:	Programmes Manager, Education
Hours:	Full-time, 35 hours per week
Contract:	Permanent
Salary:	£38,790 per annum
Reports to:	Senior Programmes Manager, Education & Culture

Purpose:

To manage the planning, delivery and development of assigned A New Direction education and culture programmes, ensuring they are accessible and inclusive, aligned with A New Direction's values and have a meaningful impact.

Expected Outcomes & Impact:

- Effective management of A New Direction's education and culture programmes results in positive and measurable outcomes for participants, partners, and stakeholders and contributes to realising A New Direction's mission.
- Embedding inclusive and accessible practices, alongside robust safeguarding procedures, in programme design ensures young people benefit from impactful and meaningful experiences, either directly through engagement with our work or through changes to the practices of people who work with them.
- Positive and enduring relationships built with a range of stakeholders, including participants, partners and funders, contribute to sustained support of our work and successful delivery of programmes.

Core Responsibilities:

Programme and Project Management

- Produce, deliver, and oversee A New Direction's education and culture programmes, ensuring successful implementation and outcomes.
- Monitor, evaluate, and quality-assure assigned programmes, working to achieve programme objectives and desired outcomes.
- Manage and oversee budgets for assigned programmes, ensuring efficient financial and resource management and compliance with funding requirements.
- Manage and support colleagues, freelancers, and consultants in delivering assigned programmes, ensuring a collaborative and cohesive team approach.
- Ensure consistent use of A New Direction's organisation-wide data, information and work/task management software, including Salesforce and Monday.com.

Programme Development

- Collaborate with colleagues to continuously improve and innovate programme offerings, developing new models and services within the Education & Culture Team's programme areas and identify connections with other areas of A New Direction's work.
- Contribute to implementing A New Direction's fundraising strategy by actively engaging in writing funding proposals, liaising with funders, and producing comprehensive monitoring and evaluation reports.
- Contribute to implementing A New Direction's evaluation strategy and programme-wide impact measurement.

- Work closely with stakeholders to co-design and deliver activities related to assigned programmes, making them relevant, inclusive, and accessible.
- Support partners and stakeholders in establishing organisational buy-in and developing comprehensive engagement plans for assigned programmes.

Communication and Collaboration

- Serve as the public face of A New Direction, building and maintaining positive working relationships with key stakeholders.
- Facilitate effective communication between stakeholders, ensuring new opportunities are communicated and needs are met.
- Collaborate with Marketing and Development colleagues to contribute to clear and consistent communication about A New Direction's mission, activities and impact.

Access and Inclusion

- Collaborate with colleagues to create and maintain accessible working cultures within programme design, implementation, and monitoring.
- Contribute to and stay updated with best practices in access and inclusion, ensuring all programmes reflect these principles.

People Management:

- Provide empathetic, clear, and supportive line management to Programme Officers, Coordinators and Assistants as required, fostering a positive working environment and supporting their well-being and professional learning and development.
- Support and manage the work of staff, freelancers, consultants, or partners as required.
- Support the effective implementation of A New Direction's policies and procedures, including safeguarding processes, to maintain an equitable, accessible, inclusive and safe working culture aligned with A New Direction's values.

Working Culture and Living Our Values

- Everyone who works at A New Direction is expected to adhere to our policies and procedures, work in a way that is aligned with our values and contribute to creating an inclusive and welcoming working environment.
- Take personal responsibility for ongoing learning and professional development.
- Contribute to developing and implementing A New Direction's Living Our Values Action Plans, including Accessibility, EDI, and Environmental Responsibility.

Undertake other duties which may reasonably be required.

Special conditions:

This role is open to hybrid working. Our general expectation is that team members spend 50% of their working hours each week rounded down to the nearest day, working from our office space – this is 2 days per week in the office for full-time team members.

It is likely that on occasions, this role will be required to work unsocial hours, including evenings and weekends. We operate a TOIL (time off in lieu) system.

Person Specification

We are looking for someone with the following skills and knowledge, experience, and approach:

Skills & Knowledge

- Has excellent programme management skills across complex large-scale programmes
- Can communicate clearly and effectively with people from a wide range of backgrounds in different settings
- Has strong interpersonal skills and can build trusting relationships with key stakeholders, including cultural organisations (particularly education teams), school leadership and classroom staff
- Can manage their own time, work independently and prioritise a range of tasks with minimal supervision
- Works accurately with a high level of attention to detail
- Has strong IT skills, including a good working knowledge of Microsoft Office applications, including Word, Outlook, PowerPoint and Excel and online platforms like Zoom, Monday.com, and Microsoft Teams
- Has experience of managing projects and programmes across multiple schools, with a particular focus on SEND settings
- Has a strong understanding of the education sector, including the needs of and challenges faced by London's schools

Experience

- Working across a range of complex projects or programmes
- Programme and project management and managing multiple public-facing programmes at once, including partner and participant recruitment processes, and is a confident project manager
- Programme evaluation and managing and analysing information and data for reports
- Developing accessible and inclusive programmes, including communicating and implementing reasonable adjustments
- Overseeing and managing budgets for programmes, ensuring effective financial control, accurate reporting, and compliance with funding requirements
- Working with education settings or education programmes in the cultural sector
- Working with freelancers and commissioning and contracting external support when necessary
- Working on projects or programmes with a focus on SEND education
- Planning and delivering outreach or personal development activities
- Working with CRM databases (e.g. Salesforce)

Approach

- Displays a strong empathy with the values and vision of A New Direction
- Works with, manages and supports others in an open and approachable manner.
- Enjoys working as part of a team and works well collaboratively with others
- Committed to working in an environment which values and celebrates diversity
- Focused on outcomes and proactive in problem-solving
- Takes a flexible and adaptable approach to work
- Understands and can demonstrate a commitment to the value of creativity
- Willingness to learn more about their role as part of their CPD (Continuing Professional Development)

A New Direction is committed to equal opportunities and values diversity in its workforce.

A New Direction is committed to implementing safeguarding through safer recruitment. All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references, and be eligible to work in the UK.

If you would like any of the application documents in a different format, would like any support with the process or have any questions, please email recruitment@anewdirection.org.uk or call 0207 608 2132.

