

Evaluation and Storytelling Lead

Job Title: Evaluation and Storytelling Lead

Reports To: Head of Grants and Strategic Fundraising

Location: Early Years Scotland Head Office Glasgow, with travel to services across Scotland including our prison-based family services

Contract: 35 hours per week, Mon-Fri. Fixed term to 31 March 2027, subject to continuing funding. *Additional funding is expected but not confirmed.*

Salary: FTE £29,665

The Evaluation and Storytelling Lead will promote and adhere to the values, philosophy and policies of Early Years Scotland (EYS) at all times.

In recognition of the value placed on volunteering within Early Years Scotland, the Evaluation and Storytelling Lead will encourage and support volunteer involvement across the organisation.

ACCOUNTABILITY

The Evaluation and Storytelling Lead is accountable to the Board of Directors through the Director for Children and Families and the Head of Grants and Strategic Fundraising.

JOB PURPOSE

Early Years Scotland's mission is to give every child the best start in life. We have nearly sixty years of evidence that our work changes lives, yet we do not currently have dedicated capacity to capture, interpret and communicate that impact consistently or confidently.

This role exists to change that. The Evaluation and Storytelling Lead will build the foundations Early Years Scotland needs to understand and tell its story properly, so that the families and children at the heart of our work are seen, heard and counted. The role brings together robust monitoring and evaluation practice with skilled storytelling, gathering the evidence, case studies and family voices that will also directly support the Head of Grants and Strategic Fundraising in funding applications and corporate partnership pitches.

Key Responsibilities

1. Building the Foundations

- Design and embed a children's rights-aligned impact measurement framework across Early Years Scotland services, mapping our outcomes explicitly to articles of the United Nations Convention on the Rights of the Child and Scottish Government Policy.

- Develop simple, consistent tools for recording outcomes, participant feedback and service stories that work alongside frontline teams rather than creating additional burden for them.

2. Evaluating our Services

- Produce robust evaluation reports across a range of Early Years Scotland services, building a consistent evidence base that funders, commissioners and the organisation can rely on.
- Prioritise services in a logical sequence, drawing on and building alongside evaluation work already underway elsewhere in the organisation.

3. Capturing children and families' voices

- Develop and apply age-appropriate, participatory methods to capture the voices of children and families across our services.
- Ensure that even our youngest participants have a meaningful role in how Early Years Scotland understands and communicates its impact.
- Align all voice and participation work to the UNCRC, reflecting our commitment to children's rights in both delivery and communication.

4. Telling our story

- Audit and transform Early Years Scotland's approach to storytelling across our website and social media, moving from ad hoc communication to a strategic, evidence-led approach.
- Develop a bank of compelling family stories that authentically reflect what Early Years Scotland does and why it matters, and work directly with families to shape and voice that narrative with dignity, and sensitivity.

5. Supporting fundraising and sustainability

- Work closely with the Head of Grants and Strategic Fundraising, who will manage this post, to provide local data, case studies, family and children's quotes, and evaluation evidence that strengthen funding applications and commissioner conversations.
- Develop a suite of family stories and insights specifically designed to support corporate fundraising, giving Early Years Scotland the evidence bases and narrative tools it needs to build new relationships with business donors and diversify its income streams.

What success looks like

By the end of the funded period, Early Years Scotland will have:

- A children's rights-aligned impact framework in place and actively used across all named services.
- Evaluation reports ready for use in funding applications and commissioner conversations.
- A structured bank of family stories, quotes and case studies gathered directly with participants and used across external communications, funding applications and corporate pitches.
- Children's voices meaningfully captured across services using age-appropriate participatory methods.
- A measurably stronger social media and web presence reflecting the breadth and depth of Early Years Scotland's work.
- Fundraising evidence base developed and ready to support new income generation.
- Impact consistently reported against the UNCRC across all Early Years Scotland communications and funder reporting.

Person Specification

Essential

- Experience of monitoring, evaluation or impact measurement, ideally within a charity, early years or family support setting.
- A confident, sensitive storyteller, able to gather and write compelling family stories and case studies with care and accuracy.
- Skill in developing simple, practical tools that frontline teams will use.
- Excellent written communication skills, comfortable adapting tone and content for funders, social media and web audiences.
- Confidence engaging directly with children and families, including in sensitive settings such as our prison-based family services.
- Strong organisational skills, able to manage multiple services and deadlines across a project.
- A collaborative approach, able to work closely with the Head of Grants and Strategic Fundraising and across frontline teams.
- A commitment to children's rights and to Early Years Scotland's values.

Desirable

- An understanding of the UNCRC and how it can be applied in an impact reporting framework.
- Experience of gathering case studies or evidence to support funding applications or corporate partnerships.
- Experience working with families affected by poverty, disadvantage or isolation.
- Experience of social media or website content development.