

uptree

Chief Executive Officer, Uptree.

Appointment Brief. January, 2025.



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We're on a mission to see employers everywhere offer unique experiences of work to demystify careers and help students transition from education to employment.

We have a nationwide reach of over 300,000 students across 700+ schools, and partner with some of the world's most recognised brands, including Linklaters, Arm, and Coca-Cola, to deliver measurable outcomes for students and employers.

We are now looking for an exceptional leader to drive the Company's next phase of growth, deepen its impact, and further its mission to put an end to inequality of opportunity, where no young person is left behind on their journey from education to employment.



Welcome,

Thank you for your interest in the Chief Executive Officer role at Uptree. It has been my privilege to lead Uptree as its founder, working to tackle inequality of opportunity and ensure every young person has the chance to succeed in their journey from education to employment.

Since founding the business in 2015, we've grown into a trusted partner for over 700+ UK state schools and 300,000 students, working alongside some of the world's leading employers. Together, we've created an edtech platform that empowers students through experiences of work, helping them build confidence, skills, and networks for their future careers.

As I step into the role of Chair, I'm excited about the next chapter for Uptree. We are looking for a CEO who shares our passion for driving social mobility and commercial success, and can build on the strong foundation we've created to deepen our impact and grow our reach.

This is a unique opportunity to lead a mission-driven organisation at a pivotal moment, shaping the future of careers education while delivering measurable outcomes for students and employers alike.

I look forward to working with our new CEO to write the next chapter of Uptree's story.

Warm regards,
Tamsin Dewhurst
Founder and Chair, Uptree



Our Mission.

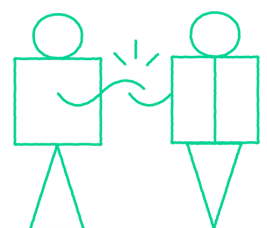
Our mission is to see employers everywhere offer unique experiences of work to demystify careers and help students transition from education to employment.

Our Story.

Born out of an urgent need to enable young people to gain exposure to potential employers. Our founder, Tamsin Dewhurst, was a teacher and was hugely disheartened by how many talented young people would walk away with top exam grades but end up in under-skilled jobs. Tamsin launched the organisation in 2015 to solve the issue around unequal access to work experience, and has led the scaling of the business for the last decade.

"Having been a teacher in London for 6 years, I'd seen first hand the challenges for students from low socioeconomic backgrounds and I wanted to make a change. From this, Uptree was born."

**Founded to help young people
and employers succeed in the
future of work.**



About Us.

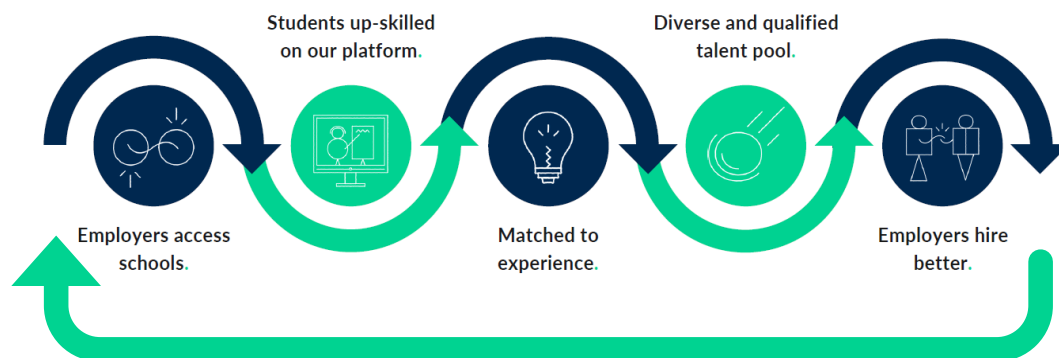
We're on a mission to see employers everywhere offer unique experiences of work to demystify careers and help students transition from education to employment.

Uptree was founded to put an end to inequality of opportunity, where no student is left behind on their journey from education to employment, underpinned by a successful commercial model. Over the last decade we have scaled the business and are ambitious for and excited by the opportunity for continued growth and commercial success.

We have a nationwide reach of over 300,000 students across 700+ schools and partner with some of the world's most recognised brands, including Linklaters, Arm, and Coca-Cola.

Our programmes are designed to address inequities in social mobility, ensuring that underrepresented groups, including students eligible for free school meals (27%), female students (53%), and students from minority ethnic backgrounds (33%), gain the confidence, skills, and networks needed to succeed in their careers.

Connecting Schools to Employer



By empowering students with impactful experiences of work and helping employers meet their Diversity, Equity, and Inclusion (DEI) goals, Uptree is creating a sustainable talent pipeline and advancing social mobility.

Trusted by leading companies.



The Need.

Students lack access to industry-led careers education.

- Teachers don't have enough funding to provide quality careers education
- Students don't feel confident about their next steps in education and training

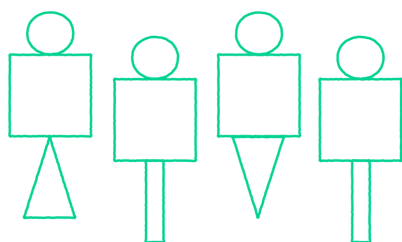
As a result, large numbers of students have been left underserved.

At the same time, employers struggle to find the talent they need.

- Billions spent a year on Diversity Equity & Inclusion (DEI), but still see remarkably few results
- Meanwhile, skills shortages are leaving millions of vacancies unfilled

Education Providers are failing to address this need.

Last year we reached a significant milestone of 100,000 student accounts on our student platform and received 32,000+ applications from diverse students, aged 16-19, for our employer-led work experiences.



Our Values.

Drive for results.

We value people who bring energy to work and who start discussions from a place of possibility. We're building a team of people who always ask themselves if there's a faster way to achieve their goals.

Empowering our community.

Our work empowers students, schools, and employers to develop the skills, resources, and opportunities they need to thrive and succeed in the evolving future of work.

Inclusivity at our core.

Our aim is to build a student network that is representative of the communities in which we work and live. We focus our outreach efforts on schools with high numbers of young people from low-income communities to help level the playing field.

Learning and sharing.

We are committed to investing in our team's professional development to make sure that we are becoming experts in our field and sharing our learnt knowledge across our communities.

Impact at scale.

We want students everywhere to be inspired by their futures and to reach their full potential. By collaborating with employers across the UK, we create lasting impact that goes far beyond our immediate involvement.

[Read our 2024 Impact Report](#)



The Role.

We welcome applications from a broad range of contexts and backgrounds; particularly those with significant strategic and leadership experience who have a track record of success and values-led working.

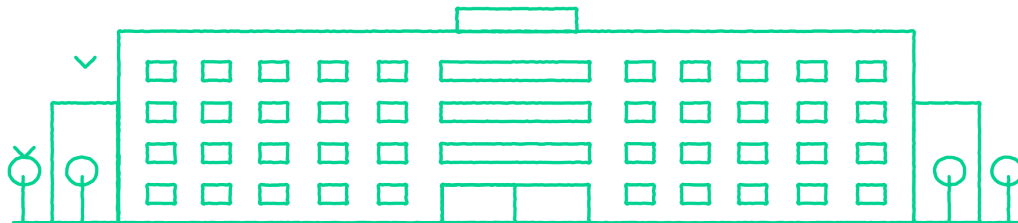
Overview.

Post:	Chief Executive Officer (CEO).
Contract:	Permanent (subject to 6 months probationary period).
Hours:	Full-time (we are happy to discuss flexible working options).
Compensation:	£70,000 - £90,000 with performance-related component, as well as long term incentives and equity options. Competitive benefits.
Location:	Hybrid working supported, with co-working office space in London and Edinburgh. The role requires travel across the UK for critical meetings and partner engagements.
Start Date:	Spring/Summer 2025.

Overall Purpose.

The Chief Executive Officer will have as their overarching purpose the realisation of Uptree's mission: to see employers everywhere offer unique experiences of work that demystify careers and help students transition successfully from education to employment.

They will be responsible for the commercial success of the business, including; leadership, financial sustainability and revenue growth (with P&L responsibility), management, and administration of the organisation in delivering against this mission, as well as the development and execution of strategy, in agreement with the Board of Directors.



Key Duties and Responsibilities.

As Chief Executive Officer, the key responsibilities for which you will be accountable are:

Leading and Managing the Organisation

- Assume stewardship of the organisation with accountability of all the functions and responsibilities of the Chief Executive
- Provide visible, ambitious and focussed leadership to drive Uptree's impact and scale further
- Develop and execute a long-term strategy that ensures the organisation achieves financial sustainability and delivers measurable impact
- Foster a collaborative and innovative culture, ensuring high professional standards and staff alignment with Uptree's mission
- Be accountable for recruitment, retention, wellbeing, and development of staff, championing DEI principles
- Deploy resources, including staff and financial resources, to deliver Uptree's mission effectively
- Report to the Board of Directors on organisational performance and outcomes

Income Generation, Finance and Growth

- Hold P&L responsibility for the business
- Take overall responsibility for financial management, business development and revenue growth
- Lead revenue growth by growing (and where suitable, diversifying) income streams through corporate partnerships, school engagement, and product offerings
- Develop and maintain strong relationships with existing partners while exploring and nurturing new opportunities
- Establish and monitor key indicators of the organisation's finances aligned with strategic objectives
- Agree and deliver to budgets, maintaining reserves in line with policy and determining appropriate long-term investment
- Ensure efficient use of resources and value for money across all operations
- Work with Board to grow the enterprise value of Uptree over a five-year period

Promotion of the Organisation

- Act as an ambassador for Uptree, championing its mission and work across education and employment sectors
- Represent Uptree in regional and national stakeholder events, media opportunities, and partnerships
- Build and maintain effective networks and relationships with key stakeholders, including corporate partners, schools, investors and sector leaders
- Identify and maximise opportunities to scale Uptree's visibility, influence and reputation across sectors
- Ensure communications and engagements are aligned with Uptree's values and presented professionally to all

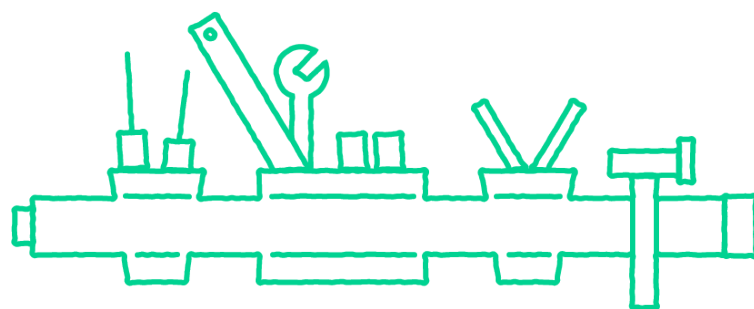
Working with the Board

- Establish and maintain a strong working relationship with the Chair and Board of Directors
- Support the Chair in engaging all members of the Board in strategic discussions
- Ensure appropriate presentation and reporting to the Board on the progress of the organisation and on all matters relevant to the discharge of Director responsibilities
- Ensure Uptree meets all legal, statutory, and regulatory requirements

Person Specification.

Qualifications	Essential	Desirable
Evidence of recent commitment to your own professional development	X	
Experience		
Successful experience and a proven track record of leadership, or a senior role, in an organisation.	X	
Experience managing and motivating people, fostering a collaborative culture, and building a positive and inclusive culture.	X	
Experience working with or within schools, education systems, or corporate partnerships to improve opportunities for young people and/or under-represented groups.	X	
Experience managing budgets effectively, ensuring efficient use of resources and alignment with strategic goals.	X	
Experience in business development and securing revenue.	X	
Experience of working with a Board of Directors, demonstrating understanding of governance.	X	
Experience in developing and executing long-term strategies for financial sustainability and organisational impact (and/or working with investors).		X
Core competencies		
Highly visible and approachable, with the ability to inspire trust and confidence at all levels, from team members to external stakeholders.	X	
Demonstrates sound judgement, resilience, and the ability to address complex challenges with empathy and pragmatism.	X	

Core competencies (continued)	Essential	Desirable
Ability to negotiate and influence across diverse groups, building consensus and fostering strong working relationships.	X	
Ability to deliver under pressure, holding ambiguity well, and reflecting before making important decisions.	X	
Commitment to and strategic understanding of DEI, safeguarding and promoting the welfare of children.	X	
Willingness to undergo appropriate checks, including enhanced DBS checks.	X	
Knowledge		
Deep understanding of the need we seek to address.	X	
Knowledge of best practices for building effective corporate and school partnerships.	X	
Strong understanding of financial management, including revenue growth strategies and diversification through partnerships.	X	
Knowledge of frameworks, best practice and statutory guidance on careers education in schools and colleges.		X
Skills		
Strong commercial acumen to identify and leverage existing and emerging opportunities for organisational growth.	X	
Strong strategic acumen to develop and implement innovative solutions to complex problems.	X	
Effective communication and presentational skills, with the ability to inspire and engage across a wide range of internal and external stakeholder groups.	X	
Ability to challenge the status quo, questioning assumptions and encouraging staff to express views.	X	



How to Apply.



ImpactEd Consulting is acting as recruitment advisor to the Uptree Board of Directors on this appointment.

To apply for this role, please start your application on the [Applied portal](#).

You will need to complete your personal details, upload your CV and answer a set of short questions. We only accept applications made on the Applied portal.

Closing date for application	9 am, Monday 24th February
Shortlisting and candidate notification	w/c 3rd March
Round 1 Interviews	Wednesday 12th March
Round 2 Interviews	Wednesday 19th March

The assessment process will include written and presentation activities, with opportunities to meet our senior leadership team and trustees. Interviews will be held at 58 Victoria Embankment, London, EC4Y 0DS.

We are happy to consider any reasonable adjustments that candidates may need during the recruitment process. If you require any adjustments for any part of the process, please add details to the reasonable adjustment question on the application form.

If you have any questions based on any aspect of the appointment process, require additional information, or would like to arrange an informal conversation with the Chair, please contact Dr Rajbir Hazelwood, ImpactEd Consulting Director, at talent@impactedgroup.uk.



Equal Opportunities

UPTREE is committed to its equality and diversity policy. We want to do all we can to prevent discrimination in any form. We ask all candidates to please complete the Equality Opportunity Monitoring Form on Applied. Completion of the Equality Opportunity Monitoring Form is optional. Any responses you give will assist us in our commitment to equality, diversity and inclusion in the workplace. Your responses will be kept strictly confidential and will not be used in any decisions affecting you.

Safeguarding

UPTREE meets statutory requirements in relation to Disclosure & Barring Service – all staff and volunteers who work with Uptree who meet the 'regulated activity test' (Freedoms Act 2012) are required to undergo an enhanced DBS check prior to employment.

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