



## Job description

<b>Job title:</b>	<b>Campaign Manager, Blackpool</b>
<b>Salary:</b>	<b>£32,000 per year pro rata (0.8 FTE)</b>
<b>Contract type:</b>	<b>Fixed term for one year</b>
<b>Hours:</b>	<b>28 hours per week</b>
<b>Reports to:</b>	<b>Head of Policy and Local Campaigns</b>
<b>Direct/indirect reports:</b>	<b>1 indirect</b>

## Introduction

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One person in six has poor literacy skills that impact on every area of their life. A child without good reading, writing and communication skills will struggle to succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood that, by the age of five, a child's literacy skills will be below average.

We are an independent charity dedicated to raising literacy levels in the UK by giving disadvantaged children the literacy skills they need to succeed. Our research and analysis make us the leading authority on literacy. We run projects in the poorest communities, campaign to make literacy a priority for politicians, businesses and parents, and support schools.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have 25 years' experience of delivering programmes and campaigns to improve the skills and confidence levels of those most in need of support. Partnerships are an essential part of our work – with the education sector, with businesses and with community partners. We work closely with both national and local government. Our funders and partners include high street brands such as McDonald's, WHSmith and Clarks Shoes, and large multinationals such as Lancôme, KPMG and PwC. We have our main office in Vauxhall, London, as well as people working to support our community activity around the country.

This role is part of our marketing and communications team, responsible for planning and overseeing delivery of the Get Blackpool Reading literacy campaign. You will develop

messaging that resonates with target audiences and work with local community partners on a campaign that will improve literacy behaviours among children and families in Blackpool.

This role is based in Blackpool, funded by Blackpool Council and Opportunity Area, working closely with our team in London as well as alongside a local project manager in Blackpool.

## **Part 1: Job profile**

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### **1.1 Main purpose of job**

This role is responsible for planning and delivering our literacy campaign in Blackpool. This will involve:

- Agreeing the campaign priorities, target demographics, areas and outcomes with the Council
- Working with local partners to map existing communications activity and unify and align campaign activity effectively
- Working with the National Literacy Trust research team to put in place campaign evaluation mechanisms
- Developing campaign messaging along behaviour change principles and frameworks to target specific community audiences, using focus groups, consultation and partner engagement
- Launching “Get Blackpool Reading” campaign, to achieve town-wide awareness
- Sustaining campaign activity throughout the year through initiatives such as family storytelling and book gifting events, development of collateral, PR initiatives, story trails etc., working with the Project Manager, local community partners and well as National Literacy Trust partners
- Extending campaign activity into agreed priority communities through targeted activities
- Integrating the campaign with local family support project activity

### **1.2 Position in organisation**

The role is part of the marketing and communications team, which currently has seven member of staff working on our local campaigning activity, and reports directly to the Head of Policy and Local Campaigns.

### **1.3 Working contacts**

#### **Internal**

Close working alongside the Project Manager in Blackpool

Close working with the marketing and communications team in London, including a Campaigns Officer who will report indirectly on Get Blackpool Reading

Close working with the communities and local areas team and the research team

#### **External**

Contact with local partners, funders and media contacts

## **Part 2: Key duties and responsibilities**

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### **2.1 Local and regional campaigning**

#### **2.1.1 Campaign strategy**

- Agree the campaign priorities, target demographics, target geographical areas and literacy outcomes with the Blackpool Opportunity Area
- Plan and deliver launch activity for Get Blackpool Reading campaign, working with the Project Manager
- Plan and deliver sustained campaign activity throughout the year, working with local community partners as well as National Literacy Trust partners
- Extend campaign activity into agreed priority communities through targeted campaigning activities using behaviour change methodology
- Ensure the campaign complements existing partner activity and channels new activity where it is most needed
- Integrate the campaign with local project delivery, including parental engagement at the school gates (School Gate Volunteers), through the community (Literacy Champions) and to young parents
- Oversee the rollout of core National Literacy Trust campaigns in Blackpool and any additional regional campaigns as agreed

#### **2.1.2 Campaign messaging**

- Identify behaviours to affect and barriers preventing target audiences from adopting these behaviours
- Using EAST principles, develop key messaging and test messaging with target audiences, e.g. through conducting focus groups and consultations
- Ensure messaging is aligned with that of local literacy partners
- Draft impactful copy for and campaigning materials e.g. flyers and posters to share key messaging as effectively as possible

#### **2.1.3 Campaign channels**

- Plan and research innovative local channels relevant to target audiences to disseminate campaign messaging, both on the ground and online
- Devise creative ways to work with local media partners in Blackpool to deliver regular coverage of campaign activities and key messages
- Develop a digital plan to reach target audiences through social media, campaign websites and other online channels

#### **2.1.4 Partnerships**

- Work with local partners to link up Blackpool literacy communications activity, working towards a shared vision
- Work with the Project Manager to communicate with schools, libraries, early years settings, business, cultural and sporting partners to embed campaign messaging in communities
- Run community consultation sessions to identify and engage new partners relevant to target audience

- Working with the Project Manager, devise engaging community events and initiatives with partners, involving local children and families

### **2.1.5 Evaluation and reporting**

- Develop and implement an evaluation framework for Get Blackpool Reading, reporting back against this framework
- Ensure case studies and successes are clearly reported for the campaign and easily accessible for colleagues

### **2.2 People and relationship management**

- Indirectly line manage the Campaigns Officer and oversee tasks and workload on Get Blackpool Reading
- Work closely with local literacy partners
- Work closely with the Project Manager and other key stakeholders
- Work closely with the other members of the marketing and communications team

### **2.3 Budget and financial management**

- Manage the Blackpool campaigning budget, with decisions on spend to be made alongside the Head of Policy and Local Campaigns
- Work with the Project Manager to report internally, and to funding partners with the Head of Local Areas

The postholder may also be required to undertake other activities as deemed appropriate by their line manager, the Director of Marketing and Communications and the Chief Executive, and to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

## **Part 3: Person specification**

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### **3.1 Essential experience**

- Significant experience of planning and delivering behaviour change and communications campaigns
- Developing engaging campaign messaging and using a range of channels to reach target audiences
- Working with key stakeholder partners and sharing information
- Evaluating communications and behaviour change campaigns
- Media campaigning and outreach
- Building partnerships with a range of different organisations
- Writing for different audiences/contexts
- Line management
- Management of and reporting on budgets

### **3.2 Knowledge**

- Behaviour change frameworks and principles
- Local or regional campaigning
- Digital platforms

### 3.3 Skills

- Excellent verbal communication skills
- Excellent writer and proofreader
- Strong administration skills
- Able to use initiative and solve problems independently
- Able to work under pressure and manage multiple deadlines
- Strong IT skills including using Microsoft Office and CMS systems, working with images and uploading content online

### 3.4 Other

- Proactive, tenacious and results-driven
- Confident, enthusiastic and creative
- Flexible, team player
- Commitment to diversity and equality
- Strong interest in literacy and social justice issues

## Part 4: Summary of terms and conditions of service

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- Location:** The postholder will be an employee of the National Literacy Trust. The post is based in Blackpool, but will require travel and out of hours working to support project delivery and trips to London. Time off in lieu will be granted for any additional hours worked.
- Probation period:** This post is subject to a 12-week probationary period.
- Notice period:** This post is subject to an eight-week notice period.
- Safeguarding:** The postholder will adhere to the National Literacy Trust's safeguarding policy for children, young people and vulnerable adults. This post is also subject to a Disclosure and Barring Service check.
- Expenses:** The role may require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.
- Annual leave:** Annual leave entitlement is a total of 39 days per year (pro rata for part time staff), made up of 28 bookable days plus all bank holidays and the closure of the office from Christmas Day to New Year's Day inclusive.
- Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.
- Other benefits:** We provide a Cycle to Work scheme, season ticket travel loans and access to other health and wellbeing benefits including discounted gym membership, dental plans and health assessments.