



## Job description

<b>Job title:</b>	<b>Hub Manager, Birmingham</b>
<b>Salary:</b>	<b>£32,000 to £36,000 per year depending on experience</b>
<b>Contract type:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Reports to:</b>	<b>Project Manager, Literacy Hubs</b>
<b>Direct/indirect reports:</b>	<b>None</b>

## Introduction

---

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 over 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 will work in our communities and local areas team leading the delivery of a new Hub in Birmingham.

A Hub is a place-based response to the challenges of intergenerational low literacy, working with a range of partners to shape and deliver activity as part of a local strategy. Each Hub has a different approach to tackle low literacy based on the assets and needs in the area and runs for at least 10 years.

This role will lead our National Literacy Trust Hub in Birmingham and be responsible for developing the strategic planning around literacy and embedding it within broader local priorities. The postholder will work closely with our Hubs team in the West Midlands and in London, as well as reporting to a local Senior Steering Group including senior figures in Birmingham and our funder, the University of Birmingham.

## **Part 1: Job profile**

---

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

This role is responsible for leading, developing and delivering our Birmingham Literacy Hub to achieve and evidence the desired outcomes and outputs.

This will involve developing the strategic planning around literacy, embedding it within broader local priorities and delivering activities in an outcomes framework agreed by the Senior Steering Group. These are likely to focus initially on secondary schools through to adults. Key activities will include improving and joining up existing literacy provision, coordinating local leads for each key outcome and engaging with a range of partners, including business and targeted communities.

### **1.2 Position in organisation**

This role is part of the communities and local areas team, which has a total of seven members of staff based in London and three based in the North West and West Midlands, as well as staff and seconded positions based in various Hub locations around the country. The postholder will report directly to the Project Manager, Literacy Hubs in Manchester, but be based in Birmingham and work closely with partners there. The postholder will also manage contracts related to the programme, including with partner organisations.

### **1.3 Working contacts**

#### **Internal**

Close working with the communities and local areas team and other Hub Managers across the country

Close working with members of the senior management team

Work with the membership, fundraising and marketing and communications teams, as well as programme managers across the charity

Work with the Research Manager

#### **External**

Close working with members of the Senior Steering Group

Contact with businesses at all levels

Work with other local project coordinators

Regular contact with schools, further education settings, early years settings, children's centres and library workforce

Contact with project participants, volunteers and beneficiaries, as well as volunteer coordinators  
Contact with press and media

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

---

### **2.1 Strategic leadership**

- Deliver an operational plan for the Hub which supports our outcomes framework
- Report to the Senior Steering Group for the Hub, which includes representatives from Birmingham
- Establish an Operations Group to support the Senior Steering Group
- Maintain an up-to-date mapping of current literacy activities and projects, identifying gaps in provision and opportunities to support improvements
- Using performance data, and consultation with LA and key partners, identify and update proposed priorities for the Hub (to be signed off by Senior Steering Group)

### **2.2 Budget and financial management**

- Develop and manage the Birmingham Literacy Hub local project budget, with decisions on spend to be made alongside the Project Manager
- Report to National Literacy Trust, Senior Steering Group and to funding partners via the Project Manager
- Support the Project Manager to ensure sustainability of the Hub including leveraging local corporate support

### **2.3 Marketing and communications**

Working with the marketing and communications team at the National Literacy Trust:

- Agree top level message(s) for the Hub in consultation with key partners
- Ensure key supporters are regularly briefed on Hub priorities and updated on progress
- Support the development and implementation of a marketing and communications strategy
- Provide case studies to showcase the Birmingham Hub
- Represent National Literacy Trust at meetings and other events – to include workshops, seminars, platform appearances and media interviews

### **2.4 Project management**

- Develop, plan and deliver projects to meet the identified priorities of the Birmingham Hub being responsible for logistics, safeguarding, risk management, quality assurance and event, volunteer and contract management
- Identify new offers from the National Literacy Trust or partners which will help meet the aims of the Birmingham Hub, to be agreed with the Head of Local Areas
- Produce and distribute resources/materials as required
- Collate data and case studies to support evaluation of outputs and outcomes which will be done in partnership with the evaluator and National Literacy Trust team

## **2.5 Training**

- Organise literacy awareness training for relevant frontline staff in conjunction with the National Literacy Trust
- Deliver training in workplaces

## **2.6 Relationship management**

- Work closely with other Hub Managers to share best practice and co-develop new approaches to raising literacy levels
- Relationship management and collaboration with stakeholders

The postholder may also be required to undertake other activities as deemed appropriate, 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**

---

### **3.1 Essential experience**

- Team or organisational leadership
- Strategic planning and forecasting
- Project management (extensive), including financial and risk management within the charity, public and/or volunteering sectors
- Relationship management, including management of funding and media relationships
- Work within the education and/or foundation years and/or adult literacy or local government sectors
- Work with business/corporate funders

### **3.2 Knowledge and understanding**

- Formal and informal education structures, priorities and drivers
- Excellent practice relating to safeguarding of children and vulnerable people
- Local authorities and local services and related structures, processes and drivers
- Impact measurement within the context of a large-scale project or programme
- Principles of effective marketing, communications and campaigning strategies
- Knowledge of the Birmingham community and its challenges
- Knowledge of adult learning or work with adults may be advantageous

### **3.3 Skills**

- Excellent written and spoken communications to a variety of audiences, including senior level local and central government, press, media and commercial representatives
- Ability to keep to tight deadlines and to work effectively under pressure
- Ability to start up a project and drive it to completion within a tight timescale
- Excellent information management
- Event management

### **3.4 Other**

- Commitment to equality and diversity
- Imagination and enthusiasm to develop literacy initiatives

- Ability to foster excellent partnership relationships
- Ability to collaborate and align stakeholder requirements
- Clear interest in and knowledge and understanding of literacy and social justice issues/voluntary sector

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

---

**Location:** The postholder will be an employee of the National Literacy Trust. The post is based in Birmingham.

**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 will 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.