



## Job description

<b>Job title:</b>	<b>Hub Manager, North East</b>
<b>Salary:</b>	<b>£32,000 per year</b>
<b>Contract type:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>35 hours a week</b>
<b>Reports to:</b>	<b>Programme Manager, Literacy Hubs</b>
<b>Indirectly reports to:</b>	<b>Programme Manager, Early Years</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.

The National Literacy Trust gives children and young people from disadvantaged communities the literacy skills to succeed in life. We work with schools and other education settings, with communities and partners, and directly with children and families. Our research and analysis make us the leading authority on literacy and drive our interventions.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have more than 25 years' experience of delivering programmes and campaigns to improve literacy, and work closely with both national and local government. Our funders and partners include well-known brands such as McDonald's, WHSmith and The Premier League, and large multinationals such as Lancôme, KPMG and Amazon. We have an office in Vauxhall, London, as well as people working to support our community activity around the country.

This new role will work across both our communities and local areas team, and our early years team, leading the delivery of programmes in the North East.

For approximately three days per week, you will lead the delivery of our Literacy Hub in the North East. A Hub is a ten-year, 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.

We have recently secured a grant from Arts Council England to deliver Connecting Stories across all 14 of our National Literacy Trust Hubs, including the North East. The programme supports reader and writer development, with each Hub developing their own plans based on community and partner input. These include work with authors, distribution of books and other resources, community events and a social media campaign.

The initial focus will be on building links with key partners, completing the community engagement and consultation to finalise plans and beginning delivery. Beyond that, there will be a wider role engaging with a range of partners, including schools, business and cultural partners to join up provision and find new ways to work together.

For your remaining two days a week, you will oversee the management of our early years programme First Words Together in the North East. The programme aims to enrich the home learning environment and improve the emerging speech and communication of children aged under two in disadvantaged areas. It brings together education, public health and community support to drive improved outcomes for babies and infants. An associated behaviour change campaign co-produced with local communities will reach families with under-tuos who are not yet engaged with local services, raising families' awareness and access to support, and encouraging action to build a language-rich home learning environment. First Words Together is being rolled out across the West Midlands and the North East, and will be externally evaluated by the Centre for Research in Early Childhood.

Under the guidance of the Early Years Programme Manager, you will build relationships with project partners locally, delivering training and support directly to early years practitioners in children's centres and other early years settings across the North East.

## **Working with us**

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Our people are our most important asset and we value and respect diversity in all its forms (seen and unseen). We particularly welcome applications from those from Black and Asian candidates, people with disabilities and candidates from the communities in which we work. We would like to increase representation of these groups among our staff as we know greater diversity will lead to an even greater impact for our work. We are also committed to providing training, mentoring and support to help us bring new perspectives and experiences into the organisation, and ensure that our staff have the skills and understanding they need to talk confidently about the challenges communities face and our role in addressing them.

We encourage a flexible working approach that allows each person in our team to work in a way that suits their circumstances and enables them to contribute to our success, whoever they are.

## **Part 1: Job profile**

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

This role is responsible for leading, developing and delivering our North East Literacy Hub to achieve and evidence the desired outcomes and outputs. You will build partnerships and support the delivery of campaigning activity, ensuring it is embedded within broader local priorities, and be responsible for delivering activities to an outcomes framework agreed by the Strategic Steering Group. You will also be responsible for managing the delivery of First Words Together in the North East.

### **1.2 Position in organisation**

This role is based in the North East and will work closely with partners there. Due to the dual nature of the role, the postholder will report to both the Programme Manager for Literacy Hubs and the Programme Manager for Early Years. 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

Close working with the early years team

Close working with the marketing and communications team

Work with the development team as well as programme managers across the charity

Work with the research team

#### **External**

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

Close working with members of the Senior Steering Group

Managing relationships with local authority partners in education and health, including speech and language therapists

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

Work with community groups and other local project coordinators

Contact with businesses at all levels

Contact with press and media as a spokesperson

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

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### **2.1 Project management and programme development**

- Manage project delivery, including delivering the operational plan which supports our outcomes framework, logistics, safeguarding, content development (production and delivery of resources), enquiries, risk management, quality assurance, event management and training, all to a high standard
- Establish Operations Group(s) to support the delivery of the North East Literacy Hub and the First Words Together programme

- Maintain an up-to-date mapping of current literacy activities and projects, identifying gaps in provision and opportunities to support improvements
- Identify and recruit schools, youth groups and early years settings to participate in projects, including responding to enquiries and providing excellent support and efficient follow-up
- Lead the recruitment of volunteers, development of materials etc
- Deliver high-quality training sessions and workshops
- Support evaluation activity including administering surveys, collecting case studies and liaising with the external evaluator for First Words Together
- Contribute to the continuous improvement of programmes including design and delivery of content, including in collaboration with local Speech and Language Therapy Services
- Maintain accurate and current records, including on our contacts database
- Support internal and external reporting to a high standard, including drafting reports and presentations, and providing regular and timely project updates
- Report to the Senior Steering Group

## **2.2 Budget and financial management**

- Manage the North East Literacy Hub budget, with decisions on spend to be made alongside the Programme Manager, Literacy Hubs
- Report internally on overall project spend, and to Senior Steering Group and funding partners via the Programme Manager, Literacy Hubs
- Support the Programme Manager, Literacy Hubs to ensure sustainability of the Hub including leveraging local corporate support
- Track First Words Together project spend, with support from the Early Years Programme Manager

## **2.3 Marketing and communications**

- Provide a high standard of internal and external stakeholder management with an emphasis on collaborative working
- Work with the marketing and communications team to develop materials and campaigns to support and promote the North East Literacy Hub
- Present the First Words Together programme, the work of the North East Literacy Hub and the wider work of the charity to a variety of audiences e.g. teachers, early years practitioners, health visitors, community groups and businesses
- Provide case studies to showcase the work in the North East
- Represent National Literacy Trust at meetings and other events – to include workshops, seminars, training days, platform appearances and media interviews

## **2.4 Partnerships**

- Build and maintain partnerships with schools, youth settings, libraries, early years settings, business, cultural and sporting partners to support the delivery of the North East Literacy Hub
- Run community consultation sessions to engage partners relevant to target audiences in delivery plans

## **2.5 Evaluation and reporting**

- Develop and implement the outcomes framework for the North East Literacy Hub reporting back against this framework
- Ensure case studies and successes are clearly reported and easily accessible for colleagues
- Support the Early Years Programme Manager in all aspects of the evaluation and reporting for First Words Together in the North East

## **2.6 Relationship management**

- Work closely with other staff and partners to share best practice and co-develop new approaches to raising literacy levels
- Manage relationships and collaboration with stakeholders

The postholder may 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**

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### **3.1 Essential experience**

- Project management (extensive), including financial and risk management within the charity, public and/or volunteering sectors
- Experience of engaging with early years settings, schools and community groups in the North East, working with a range of ages
- Work within the education, foundation years, adult literacy and/or local government sectors
- Relationship management, including management of funding and media relationships
- Community and youth engagement
- Work with business/corporate funders
- Team leadership
- Volunteer management
- Work with early years children/families/young adults
- Organising events and activities within the North East
- Experience of using social media

### **3.2 Knowledge and understanding**

- Formal and informal education structures, priorities and drivers
- Knowledge of secondary school provision and work with adults
- Current evidence around early years speech, language and communication, and the home learning environment
- In-depth knowledge and understanding of local literacy issues and other challenges experienced by the most deprived families and communities in the North East
- Excellent practice relating to safeguarding of children and vulnerable people
- Local authorities and local services and related structures, processes and drivers
- Youth engagement techniques
- Impact measurement within the context of a large-scale project or programme

- Principles of effective marketing, communications and campaigning strategies

### 3.3 Skills

- Excellent written and spoken communications to a variety of audiences, including senior level local and central government and commercial representatives
- Ability to keep to tight deadlines and to work effectively under pressure
- Ability to manage a project and drive it to completion within a tight timescale
- Excellent information management
- Ability to foster excellent partnership relationships with a wide range of community, business and strategic partners
- Event management
- Good external stakeholder relationship management
- Ability to work independently and constructively problem solve
- Excellent administration and organisation
- Basic budget management
- IT skills, including Facebook, Microsoft Word, Excel, PowerPoint, Teams Outlook and Salesforce

### 3.4 Other

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

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**Location:** The postholder will be an employee of the National Literacy Trust, which is based at 68 South Lambeth Road, London SW8 1RL. This post is based in the North East, as a home working role, with regular travel around the area to support programme delivery and partnerships, as well as occasional travel to London and nationally when necessary. It will also require out of hours working to support project delivery. 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 will require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.

**Annual leave:** You will receive a total of 39 days per year (pro rata for part time staff), made up of 28 days' annual leave plus the closure of the office on all bank holidays and 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 and access to other health and wellbeing benefits including an employee assistance programme, discounted gym membership, dental plans and health assessments.