



Changing life stories

Job description

Job title:	Media and Communications Officer
Salary:	£28,000 per year
Contract type:	Permanent
Hours:	35 hours per week
Reports to:	Senior Media and Communications Manager
Direct/indirect reports:	None

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.

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.

The Media and Communications Officer is a fast-paced role in the marketing and communications team, carrying out media relations activity across national, local and education sector press. You will also produce content and write copy for our communications channels, including our websites, social media, marketing materials and internal communications.

Working with us

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

1.1 Main purpose of job

This role is responsible for carrying out media relations and communications activity to increase awareness of the National Literacy Trust, to reach target demographics and communities with literacy messaging, and to drive support for our work.

1.2 Position in organisation

This role is part of the marketing and communications directorate, as part of a team of two managing our media relations. The postholder reports directly to the Senior Media and Communications Manager.

This role may involve line management of additional ad hoc or administrative support, secondees and interns where necessary.

1.3 Working contacts

Internal

Close working with the marketing and communications team, which includes policy and campaigns, digital and creative

Schools team, including programmes, membership and development teams

Regional hubs

Development team

Research team

Organisational spokespeople, including the charity CEO

External

Journalists

Beneficiaries and case studies

Contacts at partner organisations, e.g. charity sector, corporate organisations, funders

Suppliers e.g. media monitoring provider

Part 2: Key duties and responsibilities

2.1 Media relations

- Lead on media and communications activity for National Literacy Trust programmes, fundraising, conferences and events
- Actively seek positive media coverage of National Literacy Trust's activities in relevant media
- Write and distribute press releases
- Act as the first port of call for incoming media enquiries
- Monitor and react to breaking news stories in the media
- Produce articles and quotes for publication in trade journals and other media
- Coordinate interview requests for spokespeople and provide media briefings
- Cultivate key journalist relationships, particularly in education sector
- Contribute creative ideas to generate content for news stories and features
- Evaluate, monitor and keep records of relevant press cuttings and broadcast coverage, alerting members of the wider organisation to relevant stories
- Manage and continue to build our case study database, including proactively sourcing stories from colleagues
- Provide support to the Senior Media and Communications Manager when selling in national campaigns and research stories to the media

2.2 Social media

- Support social media activity by creating content for key channels, including Twitter, Facebook and Instagram
- Liaise with colleagues from across the organisation to gather content

2.3 Copywriting and content generation

- Plan and create multi-media communications materials
- Write and post news stories on the National Literacy Trust website, ensuring copy is optimised for search engines (SEO)
- Write copy for publications as appropriate e.g. leaflets, reports

2.4 Additional responsibilities

- Proofreading
- Support internal communications activity
- Produce reports on media coverage
- Carry out team administrative tasks when necessary

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

3.1 Essential experience

- Recent experience (minimum three years) working as a Media Officer, preferably with some knowledge of the education sector
- Working with journalists to secure positive national and regional media coverage
- Planning, implementing and evaluating media campaigns
- Working with case studies and beneficiaries to secure positive media coverage of their experiences
- Writing for different audiences/contexts
- Interpreting and identifying strong media/news angles from research reports
- Proofreading

3.2 Knowledge

- Communications/PR/media
- Education sector
- Social media, search engine optimisation (SEO) and content management systems

3.3 Skills

- Excellent verbal communication skills
- Excellent writer and proofreader
- Strong administration skills
- Strong IT and digital skills
- Able to use initiative and solve problems independently
- Able to work under pressure and manage multiple deadlines

3.4 Other

- Confident and enthusiastic
- Creative
- Flexible, team player
- Commitment to equality and diversity
- Clear interest in and understanding of literacy and social justice issues

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 at the National Literacy Trust, 68 South Lambeth Road, London SW8 1RL with potential for home and flexible working.

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:** 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.