



Job description

Job title:	Programme Manager, Reading for Enjoyment
Salary:	£37,000 per year
Contract type:	Permanent
Hours:	35 hours per week
Reports to:	Director of School Programmes
Direct/indirect reports:	2 direct

Introduction

One person in six has poor literacy skills that impact on every area of their life. A child without good literacy 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 is dedicated to improving the reading, writing, speaking and listening skills of those who need it most, giving them the best possible chance of success in school, work and life. We run Literacy Hubs and campaigns in communities where low levels of literacy and social mobility are seriously impacting people's lives. We support schools and early years settings to deliver outstanding literacy provision, and we campaign to make literacy a priority for politicians, businesses and parents. Our research and analysis make us the leading authority on literacy and drive our interventions. Literacy is a vital element of action against poverty and our work changes children's life stories.

We are a rapidly growing organisation, with ambitious plans and amazing staff. We have 25 years' experience of delivering programmes and campaigns to improve literacy and 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 and WHSmith, 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 new role will take the already powerful and successful work of the National Literacy Trust in promoting reading for enjoyment in schools and move it to the next level, growing its impact and scale and leading innovation.

Working with the senior management team you will lead the development of programmes and activities to support reading for enjoyment, managing national partnerships with a range of high profile corporate partners and other funders and working with our partners in the sector.

You will manage expert teams delivering reading for enjoyment programmes including Love our Libraries, which provides inspiration, training and resources to help schools put their school library at the heart of their reading community, whatever their current provision or resources. You will also be responsible for Puffin World of Stories, which brings the fabulous resources and support of our partners, Penguin Random House, to help schools transform their libraries and reading spaces into hubs of creativity and imagination.

We have secured funding to develop more new and exciting programmes over the next year and beyond, as well as lots of ideas in development.

Your challenge is to grow our reach and impact, inspiring new ways of working and winning further funding and support.

Part 1: Job profile

1.1 Main purpose of job

This role is responsible for leading the development and delivery of reading for enjoyment programmes to deliver impact at scale. You will also lead on related policy areas and develop a portfolio of funders to ensure sustainability.

1.2 Position in organisation

This role is part of our school programmes team and reports to the Director of School Programmes. You will directly line manage two members of staff who work on programme delivery, and this will increase with direct and indirect line management as programme activity grows.

1.3 Working contacts

Internal

You will work closely with all teams including the senior management team and the Chief Executive.

External

You will represent the charity externally, working with leaders in the education and charity sectors, corporate and trust/foundation partners, local and national government, national policy and programme leads in other partner organisations as well as the media.

Part 2: Key duties and responsibilities

2.1 Programme and team leadership

- Work with the senior management team and trustees to ensure that our programmes, resources and training deliver the organisation's strategy to support the development of reading for enjoyment
- Identify and develop new activities and significantly grow existing areas of work to increase our reach
- Manage teams delivering programmes in schools and ensure that high quality programme systems are implemented
- Work with the research team to ensure all work is evidenced and effectively evaluated
- Work with the communities team to ensure programmes are embedded in areas of high literacy need through National Literacy Trust Hubs
- Work with the communities team to develop innovation in Hub areas which can feed into national programmes
- Manage relationships with contractors and sub-contractors, including those delivering evaluation

2.2 Financial management and sustainability

- Work with the senior management team to develop and deliver sustainable business models to ensure impact on a large scale
- Work with the development team to manage partnerships and report on programmes and impact
- Work with the development team to create new applications for funding to meet agreed funding targets, including developing budgets
- Ensure programme budgets are managed effectively and that all activity is delivered on time and to budget

2.3 External relations and communications.

- Manage existing and new national partnerships to extend the reach of our work in this area – including with publishers, media companies and sponsors
- Be a powerful advocate for the National Literacy Trust, representing the charity at a senior level
- With the communications team, develop and implement a communications strategy to raise awareness of our work promoting reading for enjoyment in school – utilising PR, events and networks
- Write articles, blogs and website copy as requested and be a media spokesperson

2.4 Other

- Continue to strengthen the work of the National Literacy Trust as a thought leader in this area
- Create and quality assure programme resources and membership resources

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

- Leadership at a senior level
- Creating and enacting a strategic vision for an ambitious campaign or programme
- Successful marketing and promotion of programmes, resources or training to teachers and schools
- Financial management, fundraising and income generation
- High level programme management, including financial and risk management
- Managing and motivating a team
- Managing the successful growth and scaling of programmes or activities
- External senior stakeholder management
- Working in, or with, education
- Working in, or with, the corporate sector
- Working with/managing volunteers
- Managing complex relationships with external partners

3.2 Knowledge

- The UK education system and reading curricula
- The evidence base around learning to read and reading for enjoyment
- Principles of effective school library provision
- Innovative effective delivery of CPD and resources for teachers
- Children's books and publishing
- Excellent practice relating to safeguarding of children and young people
- Research methodologies and impact measurement within the context of large-scale programmes
- High quality project management
- Principles of effective communication strategies

3.3 Skills

- Excellent written and spoken communications skills to a variety of audiences
- Ability to inspire and enthuse others
- Ability to keep to tight deadlines and to work effectively under pressure
- Strong team leadership skills
- Business acumen
- Excellent information management including digital information management

3.4 Other

- Commitment to equality and diversity
- Strong interest in 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 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, season ticket travel loans, employee assistance programme and access to other health and wellbeing benefits including discounted gym membership, dental plans and health assessments.