



Changing life stories

Job description

Job title:	Project Manager, Blackpool Family Literacy
Salary:	£32,000 per year
Contract type:	Fixed term for one year
Hours:	35 hours per week
Reports to:	Head of Local Areas
Direct/indirect reports:	1 direct

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 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 lead our project delivery in Blackpool, working alongside a Campaign Manager who will also be based in the area. You will be responsible for developing the strategic planning around literacy and embedding it within broader local priorities, working closely

with our community programmes team in London and across the country and reporting to a Senior Steering Group in Blackpool.

Project delivery will include parental engagement at the school gates (School Gate Volunteers), through the community (Literacy Champions) and to young parents. This activity forms part of an overarching Get Blackpool Reading campaign and you will also build partnerships and support the Campaign Manager in delivery of the campaigning activity.

Part 1: Job profile

1.1 Main purpose of job

This role is responsible for leading, developing and delivering our Blackpool family literacy project activity as part of the Get Blackpool Reading campaign. You will build partnerships and support the delivery of campaigning activity, ensuring it is embedded within broader local priorities. You will also be responsible for delivering activities to an outcomes framework agreed by the Senior Steering Group.

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 as well as staff and seconded positions based around the country. The postholder will report directly to the Head of Local Areas who is based in London, but be based in Blackpool 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 alongside the Campaign Manager in Blackpool

Close with the communities and local areas team in London and across the country

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

Work with the memberships and development teams, as well as programme managers across the charity

Work with the research team

External

Close working with members of the Senior Steering Group

Contact with businesses at all levels

Work with other local project coordinators and third sector organisations

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

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

Contact with press and media as a spokesperson

Part 2: Key duties and responsibilities

2.1 Project management and programme development

- Manage project delivery, including developing the plan for family literacy project activity 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 an Operations Group to support the delivery of Get Blackpool Reading
- 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 to participate in projects, including responding to enquiries and providing excellent support and efficient follow-up
- Lead on the recruitment of volunteers, development of materials etc
- Deliver high-quality training sessions and workshops
- Support evaluation activity including administering surveys and collecting case studies
- Contribute to the continuous improvement of the programme including design and delivery of content
- 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, which includes representatives from the local Opportunity Area

2.2 Budget and financial management

- Manage the Blackpool family literacy project budget, with decisions on spend to be made alongside the Head of Local Areas
- Report internally on overall project spend, and to funding partners with the Head of Local Areas
- Support the Head of Local Areas to ensure sustainability including leveraging local corporate support

2.3 Marketing and communications

- Provide a high standard of internal and external stakeholder management with an emphasis on collaborative working
- Present the work of the programme and the wider work of the charity to a variety of audiences e.g. teachers and businesses
- Provide case studies to showcase the work in Blackpool
- Represent National Literacy Trust at meetings and other events – to include workshops, seminars, training days, platform appearances and media interviews
- Work with the Campaign Manager and Campaigns Officer to develop materials to support and promote the family literacy project activity

2.4 Partnerships

- Convene local partners to link up Blackpool literacy activity and amplify impact by creating a forum or shared vision – to support the family literacy project and the overarching campaign

- Produce a mapping of the literacy activity in the area – again to support what is happening and fill gaps
- Build partnerships with schools, libraries, early years settings, business, cultural and sporting partners to support the delivery of the family literacy project and the campaign
- Support the Campaign Manager to run community consultation sessions to identify and engage new partners relevant to target audiences and test messaging
- Working with the Campaign Manager, devise engaging community events and initiatives with partners, involving local children and families

2.5 Evaluation and reporting

- Develop and implement the outcomes framework for the family literacy project reporting back against this framework
- Ensure case studies and successes are clearly reported for the campaign and easily accessible for colleagues

2.6 Training

- Organise literacy awareness training for relevant frontline staff, working with other staff as necessary
- Deliver training in workplaces

2.7 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 also be required to undertake other activities as deemed appropriate by their line manager or 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

3.1 Essential experience

- 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, foundation years, adult literacy and/or local government sectors
- Work with business/corporate funders
- Team leadership
- Work with adults/adult learning (desirable)

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
- The Blackpool community and its challenges
- Behaviour change approaches and effective consultation
- Adult engagement techniques

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 start up a project and drive it to completion within a tight timescale
- Excellent information management
- Ability to foster excellent partnership relationships
- 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 Microsoft Word, Excel, PowerPoint, Outlook and databases

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
- Principles of effective marketing, communications and campaigning strategies

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 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 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.