



Job description

Job title:	Project Manager, Community Engagement
Contract type:	Permanent
Hours:	35 hours per week
Salary:	£30,000 to £32,000 per year
Reports to:	Programme Manager, Literacy Hubs
Direct/indirect reports:	None

Introduction

One person in seven has poor literacy skills that impact on every area of their life. A child without good reading, writing and communication skills can't succeed at school, and as an adult they could be locked out of the job market. Poverty doubles the likelihood of literacy failure by the age of five.

We are an independent charity dedicated to giving disadvantaged children the literacy skills they need to succeed. We work to improve reading, writing, speaking and listening skills in the UK's poorest communities. Because low literacy is intergenerational, we focus our work on families, young people and children.

We help to transform lives through literacy, working in partnership with the education sector, businesses and community partners. We establish literacy projects in the poorest communities, provide support for schools and campaign to make literacy a priority for politicians and parents. Our research and analysis make us the leading authority on literacy.

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 literacy support, and work closely with both national and local government, and the voluntary sector. Our funders and partners include high street brands such as McDonald's, WHSmith and Clarks Shoes, and large multinationals such as Pearson, KPMG and PwC. We have our main office in Vauxhall, London, and as well as people working to support our community activity around the country.

This role will lead our new community engagement programme in Stoke-on-Trent. “Storienteering” aims to improve health and literacy outcomes for local people in the city. The innovative three-year programme will support families to be active together and to develop active lives, whilst also encouraging a love of reading as a family.

The programme will be delivered as part of our National Literacy Trust Hub in Stoke-on-Trent. A Hub is a ten-year, place-based response to the challenges of intergenerational low literacy, working with a range of local partners to shape and deliver activity as part of a local strategy.

The postholder will be responsible for shaping and delivering the Storienteering programme, working closely with local partners, schools, sports organisations, the media and the wider community. You will need to bring a high level of creativity and energy to help to make the programme a success, and represent the programme, the Hub and the National Literacy Trust with a range of stakeholders.

Part 1: Job profile

1.1 Main purpose of job

This role is responsible for leading, developing and delivering Storienteering activity in Stoke-on-Trent to achieve and evidence the desired behaviour change outcomes and outputs. This will involve engaging with the community and a wide range of stakeholders, building the programme brand and ensuring families are supported and encouraged to remain involved over the three years of the programme.

The postholder will also develop the strategic planning, and embed delivery within broader local priorities and in line with the funder agreements.

A key task is to manage the relationship with StreetGames and other partner organisations in Stoke, engaging with a range of partners including business and targeted communities.

1.2 Position in organisation

This role is part of the community programmes team, which has a total of seven members of staff based in London as well as staff and seconded positions based in locations around the country. The postholder will report directly to the Programme Manager, Literacy Hubs in London, but be based in Stoke-on-Trent and work closely with partners there.

1.3 Working contacts

Internal

Close working with the Programme Manager, Literacy Hubs as well as the Storienteering Project Board which includes Head of Literacy Hubs, Sport and Literacy Programme Manager, Head of Operations and Communications Manager

Close working with other members of the community programmes team

Close working with the communications team

Work with the memberships, fundraising and marketing teams, as well as programme managers across the charity and the research team

External

Close working with partners at StreetGames who are helping us deliver the programme
Regular contact with key people at Stoke-on-Trent City Council, Port Vale FC, local sports and activity providers, community centres, libraries and parks

Contact with businesses where appropriate

Regular contact with primary schools, 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 Project management

- Deliver an operational plan for the programme
- Report to the Project Board, which includes representatives from the National Literacy Trust and StreetGames
- Manage all operational elements of the programme including project planning, logistics, and reporting
- Work closely with the research team to ensure we meet the evaluation requirements for the programme
- Produce and distribute resource / materials as required

2.2 Stakeholder management

- Undertake and manage a stakeholder mapping exercise
- Establish a stakeholder engagement group including regular communications and updates
- Support the community engagement focus group on design and direction of the programme
- Establish and maintain a community evaluation group throughout the programme
- Work with StreetGames to develop, plan and deliver all community events, volunteer recruitment, training and management, including safeguarding, risk management and quality assurance
- Seek out new relationships and contacts throughout Stoke-on-Trent to support the programme and the wider aims of the organisation
- Manage all external relationships relating to the programme including those based in Stoke-on-Trent but also the authors, designers, printers and distributors needed for the all relevant collateral

2.3 Budget and financial management

- Develop and manage the local programme budget, with decisions on spend to be made alongside the Programme Manager, Literacy Hubs
- Report internally and to funding partners via the Programme Manager, Literacy Hubs
- Support the Programme Manager, Literacy Hubs to ensure sustainability of the programme

2.4 Marketing and communications

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

- Agree top level message(s) for the programme in consultation with partners and funders
- Ensure local stakeholders are kept up to date on the programme
- Lead on the development of a local engagement plan that utilises existing marketing routes as well as identifying new ways to reach the target audience
- Provide case studies to showcase activity
- Represent National Literacy Trust at meetings and other events – to include workshops, seminars, platform appearances and media interviews

2.5 Relationship management

- Work closely with the Project Board and wider organisation 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 by their line manager or the Director, 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
- Community engagement, including outreach, support and key messaging
- Relationship management, including community organisations, businesses, partners, funders and the media
- Project delivery, including training and workshops to communities and young people
- Work within the education, and/or sport and leisure sectors
- Work with businesses and statutory funders

3.2 Knowledge and understanding

- Issues around low levels of physical activity and inactivity, low literacy and community development
- Structures, processes and drivers for local authorities, leisure centres, sports providers and related organisations
- Monitoring and evaluation practices
- Principles of effective marketing, communications and campaigning strategies
- Knowledge of Stoke-on-Trent community and its challenges
- Excellent practice relating to safeguarding of children and vulnerable people

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, health 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. This post is based in Stoke-on-Trent.
- Probation:** This post is subject to a 12-week probationary period.
- Notice:** This post is subject to an eight-week notice period.
- Annual leave:** The annual leave entitlement is 28 days per year pro rata, plus public holidays. In addition, our office is closed from Christmas Day to New Year's Day inclusive and you are not expected to put any of your leave allowance aside to cover this.
- Pension:** The National Literacy Trust will contribute 8% of annual salary for those who qualify for our group pension plan.
- Expenses:** The role will require travel within the UK. Out-of-pocket expenses will be paid when incurred in accordance with our expenses policy.
- 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.

We will also consider offering this post as a secondment for employees of local authorities in the area, or aligned services.