



Job description

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| Job title: | Project Manager, Get Suffolk Reading |
| Salary: | £34,000 per year |
| Contract type: | Fixed term for two years |
| Hours: | 21-35 hours per week |
| Reports to: | Programme Manager, Literacy Hubs |
| 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 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 more than 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 an office in Vauxhall, London, as well as people working to support our community activity around the country.

This role will work in our communities and local areas team leading delivery of activity as part of our county-wide literacy campaign, Get Suffolk Reading. The National Literacy Trust's place-based approach is an important element of our strategy. It enables us to respond to the challenges of intergenerational low literacy, working with a range of local partners to shape and deliver activity as part of a 10-year strategy. We apply a different approach to tackle low literacy in each of the local areas where we work, based on the assets and needs in the area.

Get Suffolk Reading is an exciting new area of work for the charity which builds on our experience of place-based working in 14 Hubs and regional campaigns across the country. There will be an overarching county-wide campaign to promote literacy as well as projects, volunteer-led activity and campaigning focused on three priority areas – Haverhill, Lowestoft and Stowmarket.

This role will be responsible for leading the work in Haverhill, including developing the strategic planning around literacy and embedding it within broader local priorities. Following a process of local consultation, activity will be focused on strengthening a reading culture and developing a love of reading by providing support to families with children in the early years (0-5) and primary school age (5-11), both directly and via educational settings.

The postholder will work closely with our national team and our network of 14 Hubs and regional campaigns, as well as reporting to a strategic lead or champion at the local authority. They will also work closely with members of the local Senior Steering Group.

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 leading, developing and delivering Get Suffolk Reading in Haverhill to achieve and evidence the desired outcomes and outputs.

This will involve developing the strategic planning around literacy, embedding it within broader local priorities and delivering activities in an outcomes framework agreed by the Senior Steering Group. Key among these are improving and joining up existing literacy provision, coordinating local leads for each key outcome and engaging with a range of partners, including business and targeted communities.

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 in Hub locations around the country. The postholder will be based in Suffolk and report directly to the Programme Manager, Literacy Hubs. They 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 Hub Managers across the country

Work with members of the senior management team

Work with the memberships, fundraising and marketing and communications 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

Regular contact with schools, early years settings, 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 Strategic leadership

- Deliver against an operational plan for Get Suffolk Reading which supports our outcomes framework
- Report to the Senior Steering Group for the campaign, which includes representatives from key departments of the local authority
- Run an Operations Group for Haverhill to support the Senior Steering Group
- Maintain an up-to-date mapping of current literacy activities and projects, identifying gaps in provision and opportunities to support improvements
- Using performance data and consultation with the local authority and key partners, identify and update proposed priorities for the campaign (to be signed off by Senior Steering Group)

2.2 Budget and financial management

- Develop and manage the local project budget, with decisions on spend to be made alongside the Programme Manager
- Report to National Literacy Trust, Senior Steering Group and to funding partners via the Head of Local Areas
- Support the Head of Local Areas to ensure sustainability of the campaign including leveraging local corporate support

2.3 Marketing and communications

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

- Support the development of key messages for the campaign in consultation with local authority partners
- Ensure key supporters are regularly briefed on campaign priorities and updated on progress
- Support the development and implementation of a marketing and communications strategy
- Provide case studies to showcase the work in Suffolk
- Represent National Literacy Trust at meetings and other events – to include workshops, seminars, platform appearances and media interviews

2.4 Project management

- Develop, plan and deliver projects to meet the identified priorities of Get Suffolk Reading being responsible for logistics, safeguarding, risk management, quality assurance and event, volunteer and contract management
- Be responsible to maintaining up to date records and contacts on Salesforce
- Identify new offers from the National Literacy Trust or partners which will help meet the aims of Get Suffolk Reading, to be agreed with the Head of Local Areas
- Produce and distribute resources / materials as required
- Collate data and case studies to support evaluation of outputs and outcomes which will be done in partnership with the evaluator and NLT team

2.5 Training

- Organise literacy awareness training for relevant frontline staff in conjunction with the National Literacy Trust
- Deliver training in workplaces

2.6 Relationship management

- Work closely with Hub Managers and other colleagues 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, 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

- Team leadership
- Strategic planning and forecasting
- 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 and/or foundation years and local government sectors

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
- Principles of effective marketing, communications and campaigning strategies
- Knowledge of the Suffolk community and their challenges – especially Haverhill

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
- Strong digital skills – including adapting training and running projects
- Ability to keep to tight deadlines and 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 Behaviours and values

- 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 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, which is based at 68 South Lambeth Road, London SW8 1RL. This post is based in Suffolk, as a home working role, but the postholder will also have access to office space through Suffolk County Council. There will also be regular travel throughout the area to support programme delivery and partnerships.

Probation: This post is subject to a 12-week probationary period.

- Notice:** 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 as well as undertaking regular safeguarding training provided by Suffolk County Council.
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:** Annual leave entitlement is a total of 39 days per year (pro rata for part time staff), made up of 28 bookable days plus all bank holidays and the closure of the office 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.