

Job description

Job title:	Senior Corporate Engagement Manager
Salary:	£46,000 to £50,000 per year depending on experience
Contract:	Permanent
Hours:	Flexible, 21 to 35 hours per week
Directorate:	Development
Reports to:	Director of Development
Indirectly reports to:	Director of Marketing and Communications
Direct/indirect reports:	1 indirect

Our mission

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. Underpinning all of our work is our commitment to becoming a more diverse and inclusive charity, better at listening to and working in partnership with communities.

Purpose of role

The growth of the National Literacy Trust in the past decade has been driven by corporate partnerships. They have directly funded and resourced our work, provided support in kind as well as access to creative assets and volunteers, and been advocates for our work.

This new role has been created to build on the success of these relationships and help leverage even more unique assets from the business community to support our work.

You will work alongside colleagues who are responsible for generating income from our corporate partners to develop and manage a strategic framework for how we engage corporate partners in non-financial ways, enabling stronger corporate leadership and advocacy for our cause. This will include building a coalition of business leaders who work together to support literacy. You will also lead the development of the Vision for Literacy

Business Pledge, working with our funder and strategic partner KPMG, and design and deliver annual awards to recognise other companies that are leading the way.

Key contacts

Our senior management team and board of trustees, other senior stakeholders including the Chair of the Business Leaders Council for Literacy, board members and senior leaders for current or potential corporate partners, and other partner organisations including national and local government, NGOs and third sector organisations.

Outline of responsibilities

- Lead the development of a strategic framework to deepen our non-financial engagement with corporate partners, enabling stronger corporate leadership and advocacy for our cause
- Ensure all corporate engagement activities and messaging are aligned across the organisation
- Work with the Chair of the Business Leaders' Council and key stakeholders to develop and implement a coalition model, including recruiting business leaders to join, identifying themes to address and creating a cultivation and engagement plan
- Lead the development of the annual Vision for Literacy Business Pledge, recruit signatories, maintain ongoing engagement and manage PR opportunities
- Lead the development of additional support to help businesses fulfil their pledges, including toolkits and opportunities for engagement with policymakers
- Manage an annual survey of signatories to review impact
- Design and deliver an annual awards process for corporate support for literacy, including defining criteria and the shortlisting/judging process
- Manage delivery of a range of events and communications activity, working with the marketing and communications team where appropriate
- Work with colleagues to evaluate the impact of our corporate partnerships and lead activity to report findings, raise awareness and increase engagement
- Lead, input to and/or support our fundraising events
- Represent the organisation at a senior level in the business, education and policy sector

Person specification

Essential	Desirable
<ul style="list-style-type: none">• Significant senior experience of developing complex and multi-faceted corporate/CSR partnerships• Networking and negotiation skills, including at board level• Access to networks / existing contacts in relevant sectors	<ul style="list-style-type: none">• Experience leading effective marketing, communications and engagement activity• Solid understanding of trends and priorities in the education sector, and how to make these relevant to business partners

<ul style="list-style-type: none"> • Excellent communication skills, including writing for different audiences, presenting and public speaking • Planning and strategy development • Project and risk management 	
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Summary of terms

Location:	You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.
Flexible working:	We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.
Travel:	This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.
Safeguarding:	We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.