



## Job description

<b>Job title:</b>	<b>Senior Media and Communications Manager</b>
<b>Salary:</b>	<b>£43,000 per year</b>
<b>Contract type:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Reports to:</b>	<b>Director of Marketing and Communications</b>
<b>Direct/indirect reports:</b>	<b>1 direct</b>

## Introduction

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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 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.

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 work closely with both national and local government. Our funders and partners include well-known brands such as McDonald's, WHSmith and The Premier League, and large multinationals such as Lancôme, KPMG and Amazon. We have an office in Vauxhall, London, as well as people working to support our community activity around the country.

As Senior Media and Communications Manager, you will work in the marketing and communications directorate, leading our media team. You will develop and deliver media relations and campaigning activity for our national, sector and local campaigns, and be responsible for securing high-profile coverage to raise awareness of our work, disseminate messaging and drive fundraising and support.

## **Working with us**

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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**

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### **1.1 Main purpose of job**

This role is responsible for leading the development and delivery of a programme of media relations and communications activity to increase awareness of the National Literacy Trust, reach target demographics and communities with literacy messaging, and drive support for our work.

### **1.2 Position in organisation**

This role is part of the marketing and communications directorate and reports to the Director of Marketing and Communications. The postholder will lead our media team, and line manage the Media and Communications Officer.

This role may involve line management of additional ad hoc or administrative support, secondees and interns where necessary.

### **1.3 Working contacts**

#### **Internal**

Close working across the marketing and communications directorate, which includes policy and campaigns, digital and creative

Close working with programmes, schools and membership teams

Close working with the research department

Close working with development and fundraising teams

Working with organisational spokespeople across the charity, including the CEO

#### **External**

Relationship management with press and media contacts

Responding to press enquiries

Work with corporate, trusts, foundations and other funders

Work with partner organisations, e.g. charity sector, corporate organisations and government departments

## **Part 2: Key duties and responsibilities**

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### **2.1 Communications strategy and planning**

- Oversee planning and delivery of media and communications activity to increase awareness of the National Literacy Trust and our work with partners – including audience segmentation, creative and message development, channel planning, delivery and evaluation
- Support planning and oversight of our organisational communication planning calendar

### **2.2 Media relations**

- Develop media strategies for reaching target audiences, including education sector, parents, beneficiaries, corporates and policy makers
- Actively seek positive media coverage of National Literacy Trust research, policy activities, fundraising campaigns and programmes in relevant media, including writing and distributing press releases, comments, articles and quotes
- Advise research, policy, programmes, fundraising and business development teams on new projects, from bid stage to completion, to maximise opportunities for media interest and communications support
- Oversee all media activity and delivery across the organisation to ensure quality control and organisational consistency
- Provide media consultancy to extended teams where appropriate
- Build media capacity across the organisation by developing the media and communications skills of individuals in teams with communications capacity
- Lead on monitoring and reacting to breaking news stories
- Interpret our policy and research to generate news and feature hooks. Find stories for different audiences and create plans that maximise media opportunities
- Respond effectively to enquiries from journalists out of normal office hours
- Develop media partnerships that enhance our awareness and favourability among target audiences
- Build and maintain a network of media contacts, cultivating key journalist relationships, particularly in education sector
- Generate high-profile coverage for the National Literacy Trust in consumer and business media to raise brand awareness and favourability and attract individual and corporate funders
- Brief staff acting as media spokespeople and manage spokesperson rota
- Identify new media spokespeople from across the organisation and deliver and/or arrange media training
- Pitch and create external blog pieces and OpEds in national media, drawing on our content
- Work alongside strategic partners and coalition media contacts to promote national literacy campaigns in the media
- Oversee media monitoring and reporting
- Create case study database, devise case study protocols and oversee case study gathering across the organisation

### **2.3 Messaging**

- Develop messaging for our media work, including corporate, fundraising, beneficiary, programme and event messaging ensuring strong brand cohesion

### **2.4 Internal communications**

- Find creative ways to unite the organisation by communication of our shared messaging, goals, values, objectives, activities and successes
- Deliver workshops, lunch and learn sessions and training to staff to improve media and communications knowledge and skills across the organisation

The postholder may 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**

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### **3.1 Essential experience**

- Significant experience of working in media relations and planning and implementing media strategies and campaigns targeting a wide variety of audiences including consumer and trade (education media desirable), across a wide range of media including broadcast, print and online, national and local
- Interpreting research to generate news stories
- Proven holder of journalistic relationships, preferably in the education sector
- Developing social media channels, including Twitter and Facebook (desirable)

### **3.2 Knowledge**

- Media relations tactics
- National campaigning
- Education sector
- UK media
- Policy and parliamentary affairs
- Brand development

### **3.3 Skills**

- Excellent verbal communication skills, in person and on the phone
- Excellent writer
- Excellent proofreader
- Strong news sense
- Able to understand and articulate academic research and government policy
- Able to work under pressure and manage multiple deadlines
- Able to work with multiple stakeholders
- IT skills including using Microsoft Office

### **3.4 Other**

- Proactive, tenacious and results-driven

- Confident
- Creative
- Flexible, team player
- Commitment to equality and diversity
- Clear interest in and understanding of literacy and social justice issues

#### **Part 4: Summary of terms and conditions of service**

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**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 a 12-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 and access to other health and wellbeing benefits including an employee assistance programme, discounted gym membership, dental plans and health assessments.