



## Job description

<b>Job title:</b>	<b>Senior Project Officer, Doncaster Hub</b>
<b>Contract type:</b>	<b>Fixed term for two years</b>
<b>Salary:</b>	<b>£27,000 per year</b>
<b>Hours:</b>	<b>35 hours a week</b>
<b>Reports to:</b>	<b>Project Manager, Literacy Hubs</b>
<b>Direct/indirect reports:</b>	<b>None</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.

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 over 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 work in our communities and local areas team working with the Opportunity Area in Doncaster to deliver a new Hub.

A Hub is a place-based response to the challenges of intergenerational low literacy, working with a range of partners to shape and deliver activity as part of a local strategy. Each Hub has a different approach to tackle low literacy based on the assets and needs in the area and runs for at least 10 years.

This role will coordinate our National Literacy Trust Hub delivery in Doncaster, working closely with the Literacy Campaign Manager at the Doncaster Opportunity Area. The postholder will be responsible for delivering the plan as agreed with the Opportunity Area, working closely with our Hubs team in the region and in London, as well as reporting to a local Senior Steering Group including senior figures in Doncaster and our funder the Opportunity Area.

## **Part 1: Job profile**

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

This role is responsible for coordinating the delivery of our Doncaster Literacy Hub to achieve and evidence the desired outcomes and outputs, working alongside the local Literacy Campaign Manager.

This will involve delivering activities in the outcomes framework and delivery plan as agreed by the Senior Steering Group, with an initial focus on a community-based approach targeting primary age children through a city-wide campaign, work in target communities and work in primary schools. Key activities will include joining up with existing literacy provision, delivering events and programmes 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 and three based within the region, as well as staff and seconded positions based in various Hub locations around the country. The postholder will report directly to the Project Manager, Literacy Hubs in Manchester, but be based in Doncaster and have a dotted reporting line to the Literacy Campaign Manager at Doncaster Opportunity Area.

The postholder will also coordinate contracts related to the programme, including with partner organisations.

### **1.3 Working contacts**

#### **Internal**

Close working with the communities and local areas team and other Hub Managers across the country

Close working with members of the Hubs team within the region and nationally as required

Close working with the marketing and communications team

Work with the membership and fundraising teams, as well as programme managers across the charity

Work with the Research Manager

## **External**

Close working with members of the Senior Steering Group and the OA Literacy Campaign Manager

Contact with businesses at all levels

Work with other local project coordinators

Regular contact with schools, other educational settings, 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**

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### **2.1 Project coordination**

- Coordinate the delivery plan for the Hub which supports our outcomes framework
- Support development, planning and delivery of projects in the delivery plan being jointly responsible, alongside the Literacy Campaign Manager, for delivery, logistics, safeguarding, risk management, quality assurance and event, volunteer and contract management
- Support campaign activity with the on-the-ground underpinning activity
- Identify new offers from the National Literacy Trust or partners which will help meet the aims of the Doncaster Hub, to be agreed with the Project Manager, Literacy Hubs and 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 National Literacy Trust team
- Report to the Senior Steering Group for the Hub, which includes representatives from Doncaster
- Work with an Operations Group to support the activity as necessary
- In discussion with the Literacy Campaign Manager, use performance data, consultation with LA and key partners to identify and update proposed priorities for the Hub (to be signed off by Senior Steering Group)

### **2.2 Literacy Champions**

- Identify opportunities to recruit volunteers from our target areas to become Literacy Champions with a target of 30 to be recruited within 12 months
- Maintain regular contact with the Literacy Champions and support them to develop and deliver activities which promote literacy in their communities
- Work with the Literacy Campaign Manager and Project Manager to develop resources and training materials that can support the delivery of Literacy Champions

### **2.3 Budget and financial management**

- Support the management of the Doncaster Literacy Hub local project budget, with decisions on spend to be made alongside the Project Manager
- Report to National Literacy Trust, Senior Steering Group and to funding partners

- Support the Project Manager to ensure sustainability of the Hub including leveraging local corporate support

#### **2.4 Marketing and communications**

Support the Project Manager in working closely with the marketing and communications team at the National Literacy Trust to:

- Agree top level message(s) for the Hub in consultation with LA partners
- Ensure key supporters are regularly briefed on Hub priorities and updated on progress
- Support the development and implementation of a marketing and communications strategy including on the ground delivery of activities
- Provide case studies to showcase the Doncaster Hub
- Represent National Literacy Trust at meetings and other events – to include workshops, seminars, platform appearances and media interviews

#### **2.5 Training**

- Coordinate literacy awareness training for relevant frontline staff in conjunction with the National Literacy Trust
- Deliver training in workplaces
- Deliver the Love Reading events and related training
- Deliver the Schools Pledge and support the schools

#### **2.6 Relationship management**

- Work closely with other Literacy Hub Managers and Project Officers 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**

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#### **3.1 Essential experience**

- Project coordination, including logistics, financial and risk management within the charity, public and/ or volunteering sectors
- Delivery of training
- Relationship management, including management of funding and media relationships
- Work within the education and/or foundation years and/or adult literacy or local government sectors
- Work with business/corporate funders
- Work with community volunteers

#### **3.2 Knowledge and understanding**

- Knowledge of the Doncaster community and its challenges
- 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

### 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 and social justice issues/voluntary sector

## 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 in Doncaster.

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

**Notice period:** This post is subject to a four-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:** 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, season ticket travel loans and access to other health and wellbeing benefits including discounted gym membership, dental plans and health assessments.