



Job description

Job title:	Campaigns Manager
Salary:	£36,000 per year
Contract type:	Permanent
Hours:	35 hours per week
Reports to:	Head of Marketing and Communications
Direct/indirect reports:	3 direct

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.

The role is part of our marketing and communications team and will work closely with our Hubs team, including those based at National Literacy Trust Hub locations around the country. The Hubs are a ten-year, place-based response to the challenges of intergenerational low literacy.

You will be responsible for planning and delivering communications and behaviour change campaigns in our Hubs and other target areas. This includes campaign strategies which use a range of innovative channels to spread impactful key messages among communities and affect behaviours among target demographics, synching work with core National Literacy Trust activity. You will also build relationships with local partners including the media, and manage campaign activities and events.

1. Job profile

1.1 Main purpose of job

This role is responsible for the planning and delivery of behaviour change campaigns in National Literacy Trust Hubs and other target areas, leading the team that delivers this work and working closely with our Hubs team, as well as supporting activity across the charity's marketing and communications team.

1.2 Position in organisation

The role is part of the marketing and communications team and reports directly to the Head of Marketing and Communications. The postholder will line manage three Campaigns and Communications Officers and work closely with the communities and local areas team.

1.3 Working contacts

Internal

Close working across the marketing and communications team

Close working with the communities and local areas team on Hub planning and delivery

Liaising with organisational spokespeople, including the senior management team

External

Working with media contacts at a range of levels

Managing relationships with campaign partners including schools, libraries, early years settings, business, cultural and sporting partners

Responding to a wide range of enquiries

2. Key duties and responsibilities

2.1 Local and regional campaigning

2.1.1 Campaign strategy

- Oversee planning and delivery of behaviour change campaigns in National Literacy Trust Hubs and target areas, using EAST principles, providing support to the Campaigns and Communications Officers

- Oversee the rollout of core National Literacy Trust campaigns in communities and any additional regional campaigns as agreed

2.1.2 Campaign messaging

- Work with Hub Managers to identify Hub goals and target audiences
- Identify behaviours to affect and barriers preventing target audiences from adopting these behaviours
- Develop key messaging using behavioural science frameworks and present this messaging to stakeholders along with evidence-based rationale
- Test messaging with target audiences e.g. through conducting focus groups
- Draft impactful copy for and advise on campaigning materials e.g. flyers and posters to share key messaging as effectively as possible

2.1.3 Campaign channels

- Plan and research innovative local channels relevant to target audiences to disseminate campaign messaging, both on the ground and online
- Devise creative ways to work with local media partners in Hubs areas to deliver coverage including key messages
- Develop a digital plan to reach target audiences through social media, campaign websites and other online channels

2.1.4 Partnerships

- Build partnerships with schools, libraries, early years settings, business, cultural and sporting partners to embed campaign messaging in communities
- Run community consultation sessions to identify and engage new partners relevant to target audience
- Devise engaging community events and initiatives with partners, involving local children and families

2.1.5 Evaluation and reporting

- Develop and implement an evaluation framework for local and regional campaigns
- Ensure case studies and successes are clearly reported for each campaign and easily accessible for colleagues

2.2 Behaviour change championing

- Provide advice and expertise on behaviour change campaigns to teams across the organisation
- Create guidance for developing strong consumer-facing key messaging to be shared across the organisation
- Support the marketing and communications team on the delivery of national campaigns
- Write copy for publications as appropriate

2.3 People and relationship management

- Line manage three Campaigns and Communications Officers, and oversee tasks and workload

- Work closely with the Hub Managers and other key stakeholders in the National Literacy Trust Hub areas
- Work closely with the Media and Communications Manager and other members of the marketing and communications team

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

- Significant experience of planning and delivering behaviour change campaigns
- Developing engaging campaign messaging and using a range of channels to reach target audiences
- Evaluating behaviour change campaigns
- Building partnerships with a range of different organisations
- Writing for different audiences/contexts
- Line management

3.2 Knowledge

- Behaviour change frameworks and principles
- Local or regional campaigning
- Excellent working knowledge of digital platforms

3.3 Skills

- Excellent verbal communication skills
- Excellent writer and proofreader
- Strong administration skills
- Able to use initiative and solve problems independently
- Able to work under pressure and manage multiple deadlines
- Strong IT skills including using Microsoft Office and CMS systems, working with images and uploading content online

3.4 Other

- Proactive, tenacious and results-driven
- Confident, enthusiastic and creative
- Flexible, team player
- Commitment to diversity and equality
- Strong interest in literacy and social justice issues

Part 4: Summary of terms and conditions of service

- 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.
- 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.