



## Job description

<b>Job title:</b>	<b>Campaigns Officer</b>
<b>Salary:</b>	<b>£27,000 per year</b>
<b>Contract type:</b>	<b>Permanent</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Reports to:</b>	<b>Campaigns Manager</b>
<b>Direct/indirect reports:</b>	<b>None</b>

### 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.

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 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 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 Campaigns Officer is responsible for delivering communications and behaviour change campaigns in National Literacy Trust Hubs and other target areas. The Hubs are a ten-year,

place-based response to the challenges of intergenerational low literacy. You will work as part of our marketing and communications team, using a range of channels to spread key messages among communities and affect behaviours among target demographics. You will build relationships with local partners including the media, and manage campaign activities and events. You will also support activity across the marketing and communications team and prepare copy for our newsletters, websites and social media.

## **Part 1: Job profile**

---

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

This role is responsible for delivering communications and behaviour change campaigns in National Literacy Trust Hubs and other target areas.

### **1.2 Position in organisation**

The role is part of the marketing and communications team and reports to the Campaigns Manager. The postholder will also work closely with other members of the team and with the Hubs team.

### **1.3 Working contacts**

#### **Internal**

Close working with the Communications Manager and across the marketing and communications team

Close working with the programmes team to support Hubs activity

Working with all teams to support copywriting, social media planning and internal communications

Liaising with organisational spokespeople, including the senior management team

#### **External**

Working with media contacts at a range of levels

Working with programme delivery contacts to develop case studies

Responding to a wide range of enquiries

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

---

### **2.1 Local and regional campaigning**

#### **2.1.1 Campaign planning**

- Work with the Campaigns Manager and Hub Managers to understand Hub goals and target audiences
- Identify behaviours to affect and barriers preventing target audiences from adopting these behaviours
- Support Campaigns Manager to develop campaign strategy and key messaging using behavioural science frameworks
- Work with our Designer to develop engaging campaign collateral including flyers, posters and online graphics
- Provide budget breakdown and monitor budget spend for campaign activity

- Deliver campaign plan to time and budget
- Use innovative channels relevant to target audience to disseminate campaign messaging, both on the ground and online

### **2.1.2 Partnerships**

- Work with local partners including schools, libraries, early years settings, business, cultural and sporting partners and key local figures relevant to target audiences to embed campaign messaging in the community
- Plan and deliver events and initiatives with partners and ambassadors, involving local children and families

### **2.1.3 Media**

- Build partnerships with local media (including broadcast, online, press and parenting) in Hub areas
- Write press releases, media pitches, articles and quotes, working closely with media partners to deliver coverage including key messages
- Monitor and react to breaking news stories in the media which are relevant to Hub areas
- Prepare briefings to support Hub Managers and others spokespeople for media interviews

### **2.1.4 Social media**

- Work with Campaigns Manager to develop a social media plan to reach target audiences in Hub areas
- Ensure local and regional campaigning activity is profiled across the National Literacy Trust's social media channels
- Draft social media posts to share with partners for key campaign events and activities

### **2.1.5 Copywriting**

- Ensure local and regional campaign pages within the National Literacy Trust website are up to date and reflect current activity

### **2.1.6 Evaluation and reporting**

- Work with Campaigns Manager to develop an evaluation framework for local and regional campaigns
- Collect stories and write up case studies to showcase our work in local areas

## **2.2 National Literacy Trust communications**

- Repurpose national news stories for a local context in the Hubs
- Deliver ad hoc communications work across the organisation including proofreading, creating and uploading social media content and ecomms.

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**

- Recent experience (minimum three years) working as a campaigns officer or in a communications role with campaigning responsibilities
- Planning, implementing and evaluating campaigns
- Developing key messages aimed at changing consumer behaviours
- Working with journalists to secure positive national and regional media coverage
- Working with case studies and beneficiaries to share their story and secure media coverage of their experiences
- Managing digital and social media accounts
- Using content management systems
- Writing for different audiences/contexts

### **3.2 Knowledge**

- Knowledge and understanding
- Behaviour change campaigning
- Communications/PR
- Excellent working knowledge of Twitter and Facebook
- Education sector

### **3.3 Skills**

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

### **3.4 Other**

- Confident and enthusiastic
- Flexible, team player
- Committed to working in communications
- 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**

---

- 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 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.
- 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.