



## Job description

<b>Job title:</b>	<b>Project Manager, Home Learning Environment</b>
<b>Salary:</b>	<b>£32,000 per year</b>
<b>Contract type:</b>	<b>Fixed term for 18 months</b>
<b>Hours:</b>	<b>35 hours per week</b>
<b>Reports to:</b>	<b>Head of Home Learning Environment</b>
<b>Direct/indirect reports:</b>	<b>2 direct</b>

## Introduction

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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 delivered through National Literacy Trust Hubs. A Hub is a ten-year, place-based response to the challenges of intergenerational low literacy. They bring together local partners to tackle literacy issues, working with local businesses, health, education and cultural organisations to help raise literacy levels.

The early home learning environment is a key focus for our work, as simple actions in the home can strengthen a child's early language and literacy skills. However, this doesn't happen for many children and the resulting language and vocabulary gap is the foundation of much literacy failure.

Working with the Department for Education, we have developed a behaviour change approach which uses businesses and volunteers to engage parents to improve their home learning environment.

This role will be responsible for family engagement in our Home Learning Environment programme, managing work across seven focus areas around the country. The programme will improve the home learning environment by engaging thousands of volunteers from businesses, with at least 60 volunteers actively engaged in each of the seven focus areas.

You will manage two Project Officers responsible for in-area work including public events, supported by business volunteers, to give parents and families information and support to strengthen what they are doing in the home to promote literacy. You will also manage the in-area work in Swindon. Materials for families will be developed for this programme and form the cornerstone of family engagement events. You will be responsible for leading the team to deliver the target of supporting at least 2,100 families, across seven areas over 18 months and ensure that delivery complements existing National Literacy Trust activities.

## **Part 1: Job profile**

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

This role is responsible for the delivery of the family engagement strand of the Home Learning Environment programme in seven focus areas – Birmingham, Manchester, Newcastle, Nottingham, Peterborough, Stoke and Swindon.

### **1.2 Position in organisation**

This role is part of the Home Learning Environment programme team, which has a total of six members of staff, split between our office in London and the focus areas around the country. This role will be line managed by the Head of the Home Learning Environment team, and will directly line manage two Project Officers. This line management may be remote, depending on where the post holder is located.

### **1.3 Working contacts**

#### **Internal**

Close working with the community programmes team, including local Hub Managers  
Close working with members of the campaigns team (based in London)

## **External**

Regular contact with parents

Regular contact with locally based employers

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

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### **2.1 Recruiting and managing volunteers**

- Identify companies based in priority areas where volunteers can be recruited from
- Engage with companies (initial approach, staff engagement etc) to secure 60 business volunteers per area
- Present to local business partners about the programme and the role of volunteers
- Develop and maintain good relations with businesses with volunteers on the programme
- Support Project Officers to engage potential volunteers and organise training events
- Ensure the quality of training of volunteers so they can deliver events and engage with families, passing on key messages
- Coordinate the gathering of case studies from events, families and volunteers to build an evidence base of the impact of the work

### **2.2 Family engagement**

- Quality assure the design and delivery of events to work with at least 300 families in each area during the 18 months of the programme in a range of settings
- Support the Project Officers to develop a robust knowledge of parents in each area, providing a link to other teams across the charity and taking into account linguistic, cultural and social differences of families
- Ensure the needs and interests of families are at the forefront of event planning and volunteer training
- Support the Project Officers to deliver events which provide information, model behaviour and direct families to further support which will help them strengthen the home learning environment
- Reach at least 2,100 families through activities over 18 months

### **2.3 General project administration**

- Maintain project plans and budgets, and report on these as required
- Provide reports and updates as required by the Head of the HLE team
- Ensure effective communication about the programme across the charity and develop materials for external communication
- Provide onsite support with events

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**

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### **3.1 Essential experience**

- Programme management in a charity or education context
- Line management
- Working with businesses
- Recruiting and supporting volunteers
- Working with families of young children
- Maintenance of project plans and budgets and reporting against them

#### **3.1.1 Desirable experience**

- Line management of remote staff/teams
- Handling sensitive/confidential information
- Community mobilisation
- Working on projects including the home learning environment

### **3.2 Knowledge**

- Effective early years practice
- Awareness of the importance of the home learning environment
- Excellent working knowledge of MS Office Word, Excel and Outlook
- Excellent knowledge of volunteer management and safeguarding
- Good knowledge of schools and education, and parental engagement
- Understanding the principles of effective communication

### **3.3 Skills**

- Strong attention to detail, with excellent written and spoken English
- Clear and confident communicator, able to talk with people at all levels
- Logical and well organised
- Motivated, proactive and able to think outside the box in unplanned situations
- Team player, adaptable in situations of frequent priority and focus change
- IT skills, including Microsoft Word, Excel, PowerPoint, Outlook and databases
- Working independently and problem solving

### **3.4 Other**

- Confident and enthusiastic
- Commitment to equality and diversity
- Strong interest in 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 could be based in our office in London SW8 or in/near one of the seven focus areas, with regular contact with the central team in London.
- 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:** This role will require significant 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.