

Job description

Job title:	Campaigns Assistant
Salary:	£27,000 per year
Contract:	Permanent
Hours:	35 hours per week
Directorate:	Marketing and Communications
Reports to:	Campaigns Officer
Direct/indirect reports:	None

Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

Purpose of role

Our Campaigns team are marketing/communications professionals, responsible for delivering communications and family-facing behaviour change campaigns across our regional work.

You will be part of the marketing and communications department, reporting to a Campaigns Officer and working closely with other members of the team and wider department. You may also work with colleagues in our communities team, who lead delivery of Hubs and local areas activity.

As a Campaigns Assistant, you will support a range of communications and marketing activity aimed at raising awareness of the importance of literacy skills and empowering people to change their life stories.

You will contribute to the delivery of stakeholder communications, media relations and digital marketing, that boosts the profile of our work in local areas and supports our thought-leadership.

Key contacts

You will work closely with colleagues across the marketing and communications directorate, as well as the communities team and education directorate.

External contacts will include funders and key partner organisations such as local/national businesses, cultural and sporting organisations, schools, libraries and community organisations.

Outline of responsibilities

- Work with a broad range of colleagues to support the development and delivery of impactful communication activity that inspires, engages and influences key target audiences
- Execute tasks as part of family-facing campaigns and activity that support the delivery of our strategy
- Support the development of community activity that is informed by behaviour change principles and tactics
- Develop and brief creative design assets to support campaign activity

- Develop and schedule content for owned and partner channels and utilise social media to reach target audiences
- Support with digital activity including drafting and updating content on our website and supporting with e-marketing
- Support media monitoring, horizon scanning and reporting
- Help coordinate region-wide media engagement
- Support the ongoing collection and creation of stories that show how we make change happen in communities

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

Person specification

Essential
<ul style="list-style-type: none"> • Recent experience (minimum one year) working in a communications role • Drafting content for and maintaining corporate social media accounts • Strong administrative skills • Writing for different audiences/contexts • Implementation and evaluation of communications activity
Desirable
<ul style="list-style-type: none"> • Experience of working in the charity/education/wellbeing or cultural sector • Understanding of marketing tactics • Working knowledge of media landscapes and experience dealing with journalists • Experience of using content management systems • Working knowledge of digital platforms • Working with case studies and beneficiaries to share their story

Summary of terms

<p>Location:</p>	<p>You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.</p>
<p>Flexible working:</p>	<p>We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.</p>
<p>Travel:</p>	<p>This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.</p>
<p>Safeguarding:</p>	<p>We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults. This role is also subject to a Disclosure and Barring Service check.</p>