

## Job description

Job title:	Campaigns Officer
Salary:	£29,500 per year
Contract:	Permanent
Hours:	35 hours per week
Directorate:	Marketing and Communications
Reports to:	Campaigns Manager
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 Manager and working closely with other members of the campaigns team as well as our communities team, who lead delivery of Hubs and local areas activity.

As a Campaigns Officer, you will use a range of communications and marketing approaches to deliver creative campaigns that raise awareness of the importance of literacy skills and empower people to change their life stories. Through stakeholder communications, media relations and digital marketing, you will boost the profile of our work in local areas and support our thought-leadership work.

## 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
- Plan and execute 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.
- Draft copy and advise on effective campaign messaging and materials to showcase our expertise around the early years, reading for pleasure, writing for pleasure and place-based working.

- Media relations including drafting press releases, pitches, drafting quotes, media briefings and overseeing media engagement at events
- Support thought-leadership work locally and nationally to position the charity as an authority on literacy and place-based working
- Support the ongoing collection and creation of stories that show how we make change happen in communities
- Plan and research innovative local channels, both on the ground and online, and devise creative ways to work through them to reach target audiences
- Develop and brief creative assets to support campaign activity
- Develop content for owned and partner channels and utilise social media to reach target audiences

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

<p>Essential</p> <ul style="list-style-type: none"><li>• Recent experience (minimum two years) working in a communications role with campaigning responsibilities</li><li>• Planning, implementing and evaluating campaigns</li><li>• Managing digital and social media accounts</li><li>• Working with case studies and beneficiaries to share their story and secure media coverage of their experiences</li><li>• Writing for different audiences/contexts</li><li>• Developing key messages aimed at changing consumer behaviours</li></ul>
<p>Desirable</p> <ul style="list-style-type: none"><li>• Experience of working in the charity/education/wellbeing or cultural sector</li><li>• Experience of using content management systems</li><li>• Working knowledge of digital platforms</li></ul>

## Summary of terms

Location:	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.
Flexible working:	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.
Travel:	This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.
Safeguarding:	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.