

Job Title:	Campaigns Manager
Hours and type of contract:	Full time (or Part time by negotiation)
Reporting to:	Head of Communications
Location:	Flexible: hybrid, home or in our Brighton, East Sussex, office
Introduction to National Numeracy:	<p>We are on a mission to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.</p> <p>The issue: Numeracy levels in the UK are significantly below the average for developed countries: nearly half the working age population (49%) has the expected numeracy level of a primary school child. And it costs the UK economy a staggering £25 billion a year.</p> <p>Enabling social mobility: Basic number skills and confidence provide a gateway to financial inclusion, wellbeing and employment prospects. Without number confidence and skills, people are locked out of many life opportunities. And it's a problem handed from one generation to the next.</p> <p>Enabling a fairer society: Poor numeracy blights lives and livelihoods. People with low numeracy earn less, and it contributes to pervasive problems from unemployment to poor health and debt.</p> <p>Our diversity: Our stakeholders have different backgrounds and experiences, and we are committed to having a diverse team who can bring their experiences from work and home into this role. Therefore, we actively encourage applicants from black, Asian or minority ethnic groups, LGBTQ+ people and people with disabilities to apply for this role.</p>
Introduction to the role	<p>We are looking for an outstanding campaigns manager professional to lead our award-winning campaigns, including National Numeracy Day. Our campaigns drive public awareness and engagement with our services, making a real difference to people's lives and livelihoods.</p> <p>You will lead and deliver creative and results-driven campaigns that engage individuals, communities and organisations with the benefits of improving number confidence and skills.</p> <p>From honing our campaign strategy to sparking collaborations with external organisations and delivering creative and engaging content, you'll be a key player in how National Numeracy and our work is seen by the public and partners. The position sits in our dynamic External Relations team which handles campaigns, communications, marketing and fundraising.</p> <p>You have significant experience in managing and leading campaigns, know communications and production processes inside out and are an intelligent and diplomatic communicator and skilled multi-tasker. You will continually improve our campaigns and spot opportunities for partnerships and promotion.</p> <p>You will have demonstrable experience of building, managing and maintaining excellent relationships with key stakeholders and will work with the Head of Communications and Directors to develop strategic plans for our campaigns.</p>

	<p>You'll be joining the only independent charity in the UK dedicated to improving the nation's numeracy at a time when the profile of our charity and the numeracy issue is rising, particularly as the government begins to roll out a £560 million numeracy programme. Thus, experience working with policymakers and on public affairs issues would be helpful.</p> <p>We are looking for someone who is highly motivated with bags of ideas and initiative. Experience in the charity sector is not necessary, as long as you can show us that you have relevant transferable skills and an understanding of what it takes to be successful in this role. It's a fantastic opportunity within a small but ambitious and dynamic organisation making a real difference to people's lives and livelihoods.</p> <p>National Numeracy is based in Brighton, East Sussex, but we are offering significant remote/hybrid and flexible working with this role. If you are not office based, then the expectation is that you will be in Brighton at least occasionally when the work requires it. The role may include occasional travel to London and beyond.</p>
<p>Overview of Main Duties:</p>	<p>Campaign strategy and delivery</p> <ul style="list-style-type: none"> • Devise and deliver the campaigns strategy, reviewing and honing as necessary. • Deliver our annual awareness day, National Numeracy Day, and other campaigns, such as Number Confidence Week, throughout the year. • Lead and deliver events, content, celebrity activity, case studies, media and marketing for campaigns throughout the year. • Lead and deliver great collaborations with external organisations to further our campaign and charity aims. • Work with our Senior Events and Celebrity Liaison Officer to ensure the positive engagement of current celebrity ambassadors with campaigns, and the development of new influencer relationships. • Oversee the campaign production process, ensuring timely delivery and high quality. • Build and maintain effective relationships across the organisation and with external stakeholders including the public, the media, funders and other partners. • Ensure our campaign activity is on brand, on message, aligned to our overall strategy and complies to all privacy and GDPR requirements. <p>Team working</p> <ul style="list-style-type: none"> • Support the Head of Communications in managing the work of the team to deliver campaigns throughout the year • Work with our fundraisers, funders and partners to deliver campaigns that match partner needs as well as those of our organisation. • Support the delivery of effective media engagement for campaigns. • Work with the Digital Engagement Manager to develop excellent digital marketing, web, email marketing, user experience and content strategies for campaigns. • Work with internal experts to ensure campaigns content supports our SEO strategy and improves engagement and conversion. • Work with subject-matter experts across the organisation to ensure our campaigns offer the most helpful and up-to-date advice. • Continually improve the effectiveness of our campaigns work, paying attention to measurement, evaluation and learning for evidence-based improvement. • Work with our Data Team to ensure campaigns bring measurable impacts.

	<p>Collaborate with:</p> <ul style="list-style-type: none"> • External Relations and teams across the organisation. • The Data Team on provision and analysis of digital data. • Partner organisations and freelancers, as required. • Celebrity ambassadors and their agents and partners. • Learners and beneficiaries, to highlight real-life stories and case-studies
Essential Skills/Experience	<ul style="list-style-type: none"> • Proven experience of devising and delivering campaigns • Proven experience of managing complex projects, teams and production. • Ability to spot and cultivate collaborative opportunities. • Ability to work collaboratively with senior stakeholders and celebrities. • Ability to create simple, compelling messaging and narratives from complex information. • Experience of people management and budget management. • Outstanding written and verbal communication skills and attention to detail. • Ability to build and maintain effective relationships across the organisation and with external stakeholders. • Willing to represent the charity as a spokesperson and at external events. • The ability to prioritise and manage a varied workload. • Highly organised and flexible in your approach. • Excellent experience in Word, Excel and PowerPoint and willing to get to grips with a range of software tools and packages such as a CRM. • Able to work both independently and as part of a team. • Self-motivated. • Able to identify with what we do as a charity and why it's important.
The Details:	<p>We are offering:</p> <ul style="list-style-type: none"> • Competitive salary of £38,000 per annum • 37.5 hours a week • 33 days' holiday a year (including bank holidays) • A full induction and a supportive approach to career development • Company pension scheme • Flexible approach to office/hybrid/home working • Multiple staff social opportunities • Equality, Diversity and Inclusion strategic plan <p>National Numeracy offers a supportive, friendly culture with a focus on wellbeing and collaboration. We take life-long learning seriously and support our staff to develop their skills and knowledge.</p> <p>We offer a flexible approach to office/hybrid/home working and welcome applications from candidates interested in office, hybrid or predominantly home working options.</p> <p>National Numeracy is an equal opportunities employer, and all applicants are treated equally and fairly throughout the recruitment and selection process.</p>
How to apply	<p>In the first instance, please submit a CV with covering letter of no more than two pages to Rachel Bignell at hr@nationalnumeracy.org.uk by 9am on 19th September 2022. Interviews will take place w/c 19th September 2022 or on a rolling basis.</p> <p>Please include in your covering letter an outline of your suitability for the role with reference to the essential skills and experience criteria. Applications without a cover letter will not be accepted.</p> <p>* This job description doesn't constitute a promise or guarantee of employment. National Numeracy reserve the right to make changes to this job description.</p>

	<p>** National Numeracy reserves the right to change the deadline for applications or to close the application window if a suitable candidate is found.</p> <p>*** National Numeracy cannot offer visa sponsorship for this opportunity. Please do not apply unless you can demonstrate eligibility to work in the UK.</p>
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