

Appointment of Digital Content Officer



Introduction

Welcome

National Numeracy's vision is for everyone in the UK to get on with numbers so they can get on with life. Our mission is to improve how people understand and work with numbers in day-to-day life – sparking better opportunities and brighter futures. We want to empower everyone in the UK to have the number confidence and numeracy skills that allow them to fulfil their potential at work, home and school.

National Numeracy was established as an independent charity in 2012 to help raise low levels of numeracy among both adults and children and to promote the importance of numeracy in everyday life. We challenge negative attitudes, influence public policy and offer practical ways to help adults and children improve their confidence and skills in working with numbers.

Over the past decade, we've learnt that the scale of the issue is huge, its impact significantly underestimated and that it is having a disproportionate impact on disadvantaged communities. That's why we are increasingly focused on supporting those with the lowest numeracy in areas of greatest need, where numeracy is an integral piece of the puzzle for social mobility.

We focus on the value, opportunities and outcomes that improving numeracy can help deliver: getting into or on at work and building sustainable careers, being able to make sense of our finances and feeling more in control of our money, and supporting the children in our care to feel positive about maths and the benefits it brings to our lives.

By working with communities, employers and schools, we want to enable everyone across the UK to be confident and competent with using numbers and data, so they can make good decisions in their daily lives.

Our work demonstrates that supporting people with low numeracy to improve and, as a result, feel better equipped in life is possible and possible at real scale. We know what works and together with our partners and supporters we can accelerate our impact to open up opportunity for not just thousands, but millions more people.

It is an exciting time at National Numeracy. We are growing our impact across the country and this is reflected in the continued expansion of the charity and our staff team. Please consider joining us.

Thank you for your interest in National Numeracy.

Sam Sims, CEO



Above: Sam Sims - National Numeracy CEO at National Numeracy's 10th Anniversary event.

About National Numeracy

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.

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.

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.

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.



To overcome your fears, you've got to face them head on, and that's what I did, with the National Numeracy Challenge. Numbers don't scare me anymore... Improving my numeracy hasn't just helped me with my kids, it's helped me at work too. I've enhanced my CV and future job prospects.



Jason Ace – National Numeracy Hero

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.

Below: Perdita Fraser – National Numeracy Chair of Trustees at National Numeracy's 10th Anniversary event.





What is it like to work at National Numeracy?

We care about maintaining a collaborative, supportive environment for our team.

Here's what some of our staff say about what it's like to work at National Numeracy:



From my first day at National Numeracy, everyone has been so warm and kind. When people say 'no question is a silly question' that is 100% true at NN! Working with such passionate and supportive people is incredibly motivating and makes working at National Numeracy so rewarding!



I absolutely love working at National Numeracy! The team are so collaborative and well connected despite working remotely. I joined after a career break for parental leave and felt very well supported returning to work. The whole team are passionate about what we do and inspiring to work with.



I've been a member of the team for six months now and I can honestly say I have felt welcomed and supported from day one. It is brilliant to work as part of an organisation who are passionate about what we do and genuinely care for each other and what we collectively want to achieve!



Our Values

Our "**Core Four**" deeply held values define what's important to us. They guide our actions, drive our decision-making, and exemplify how we serve individuals and communities.

Community commitment: We put people first. We give 100% to our people, partners and communities.

Trusted experts: We are the UK's numeracy experts. We use data and evidence to offer credible, trusted insight.

Empowered futures: We empower people for positive change. We listen, build confidence and enable people to gain greater control over their futures.

Always learning: We believe change can happen. We are persistent and passionate in supporting people, partners and communities to accomplish their goals.

About The External Relations Team



National Numeracy is an ambitious, forward-looking charity that is highly engaged in the world around us. External Relations is the team that connects our work with that world of beneficiaries, communities, partners and policymakers. We are responsible for growing the charity's reputation, profile and engagement. We are also the organisation's creative heartbeat. Our innovative and imaginative work reaches those most in need and inspire them to take positive action towards change.

We are a dynamic team of experienced and energetic specialists who work closely with the rest of the charity to make a real difference to people's lives and livelihoods. Our work is award-winning; in 2023 alone our flagship campaign National Numeracy Day has garnered three top business accolades. External Relations as a whole covers: communications, marketing and social media, campaigns, creative design, events and celebrity liaison and partnerships (fundraising). We have a dedicated project manager working across the team and we also work on public affairs.

The Role

Your role will be to support our Creative Design Manager in delivering marketing and communication campaigns as well as supporting our landmark campaigns of National Numeracy Day and Number Confidence Week.

We're looking for a talented storyteller with a sharp eye for detail and the ability to create content that unites, empowers and engages audiences. Someone who can bring stories to life through compelling content, visual storytelling and authentic human voices.

We are looking for a creative and curious individual who is interested in people, able to spot powerful stories and transform them into engaging content that creates an emotional connection with audiences.

You'll be able to demonstrate experience of delivering consistent, high-quality content across a range of channels and formats, including video, graphics and digital content. You will play a key role in bringing the voices of National Numeracy's beneficiaries to life by sharing their stories, insights and experiences across our communications channels.

Low numeracy affects millions of people and is often accompanied by feelings of embarrassment or shame. As a result, many people are reluctant to talk about it. We also know that when people hear the word "maths", they can quickly disengage. That's why creative storytelling is so important to our work.

National Numeracy is about far more than maths. We help people build confidence, unlock opportunities and improve their lives through stronger numeracy skills. Numeracy influences every aspect of daily life, from employment and financial wellbeing to health and confidence. Through real-life stories and creative content, we help people understand that impact and inspire them to take positive action.

We're looking for someone who can uncover and tell those stories in fresh, imaginative and engaging ways. If you're passionate about creating content that resonates with people and want to use your creativity to make a genuine difference, we'd love to hear from you.

Job Description

Overview of Main Duties

- Work with the Creative Design Manager to create and deliver high-quality digital, multimedia and printed assets for use across website, social media, campaigns, reports, events and other communications channels.
- Create engaging video-first and social-first content for digital channels, from concept through to filming, editing and publishing support.
- Plan, capture and edit short-form and long-form photo and video content for use across Instagram, LinkedIn, YouTube, TikTok and other digital platforms as required.
- Attend events, campaigns, ambassador visits, community activities and other relevant opportunities to independently and collaboratively capture authentic photo and video content.
- Support content planning for social campaigns, identifying video-led creative opportunities from campaign conception through to delivery.
- Work closely with colleagues, ambassadors, beneficiaries, partner organisations and external stakeholders to plan and capture authentic content that tells compelling stories aligned to the charity's mission.
- Support campaign ideation, storyboarding, mood-boarding, visual research and creative concept development across campaigns and communications activity.
- Manage and respond to incoming creative requests, briefs, timelines, approvals and delivery schedules across multiple projects.
- Ensure creative assets support communications and marketing engagement, conversion and campaign objectives.
- Edit and adapt content into platform-specific formats, including reels, stories, cutdowns, subtitles, thumbnails and other multimedia assets.
- Monitor the performance of digital content across social and digital channels, using insights and engagement data to help shape future creative activity.
- Work with colleagues and the Creative Design Manager to help maintain high standards across creative content and multimedia outputs.
- Support brand consistency.
- Review internally produced assets for brand consistency and advise colleagues on brand application and best practice.
- Ensure all outputs follow accessibility best practice across print, digital and video formats, including inclusive design and content practices.
- Collaborate with freelancers, agencies and external creative partners as required.
- Work collaboratively with External Relations and teams across the organisation on digital marketing, content and communications activity.

We welcome candidates who may not meet every requirement but who are excited by the opportunity and can demonstrate creativity, initiative and strong storytelling skills.

Person Specification

Essentials Skills, Knowledge and Experience

Experience creating and delivering creative assets across digital, print and multimedia channels.

Experience creating video-first, social-first content for digital platforms, including filming and editing short-form content.

Strong experience planning, shooting and editing content from brief through to final delivery.

Good understanding of what makes engaging social-first content, with strong awareness of storytelling, pacing, audience engagement and platform best practice.

Confidence filming independently on location using DSLR, mirrorless camera, smartphone or similar equipment.

Video editing skills using tools such as Final Cut Pro, Premiere Pro, CapCut or similar.

Proficiency in Adobe Creative Suite, particularly Photoshop, Illustrator and Audition.

Excellent written and verbal communication skills with strong attention to detail.

Ability to prioritise and manage a varied workload and work effectively to deadlines.

Knowledge of accessible design principles across print, digital and video outputs, including captions and inclusive content practices.

Desirable Skills, Knowledge and Experience

Experience creating content for charities, mission-led organisations, campaigns or community-focused initiatives.

Experience interviewing contributors or capturing real-life stories sensitively, authentically and respectfully.

Experience supporting photoshoots and video shoots both virtually and in person.

Photography skills and experience capturing and editing still imagery.

Motion graphics or animation experience for digital and social content (e.g. After Effects, Apple Motion).

Experience creating and maintaining branded templates for internal and external use.

Experience using design software such as Adobe Illustrator, Canva or similar tools.

Terms of Employment

Salary	£30,000
Contract	12Month Fixed Term Contract initially
Working Hours & Location	30 or 37.5 hours a week Remote / hybrid /office working flexibility (Head Office in East Sussex) We welcome applications from across the UK but a candidate able to easily travel, by rail, would be advantageous
Holiday Entitlement	33 Days (FTE) including Bank Holidays
Pension	6%
Other Benefits	Employee Assistance Programme Flexible approach to working Training and development Long service holiday allowances Multiple staff social opportunities

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.

We are looking for someone who is highly motivated with bags of 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.

Personal Development

At National Numeracy we like to nurture our talent, so upskilling our people with continuous training is important to us. We work hard to make sure National Numeracy is a safe, rewarding and inspiring place to work and that our roles are high quality, offering team members learning and development opportunities depending on their own interests.

We run all-staff training initiatives, delivering on areas identified by staff and covering both hard and soft skills – recent examples have covered Unconscious Bias, Line Management, Project Management and Presentation Skills. We also support each staff member with bespoke learning and development opportunities and encourage staff to identify training needs that drive forward their own personal and career development goals.

Getting the team together

We care deeply about our work and our colleagues and are always seeking to learn, evolve and improve both our practice and our culture.

Our team are spread across the UK and are predominantly remote-working, but we do have hybrid and office-based members. Opportunities to meet in person do occur, and we run at least two whole-organisation team away days per year.

Mental Wellbeing Commitment

We are committed to supporting the mental health of our staff; we seek to provide a supportive culture where conversations about mental health challenges are normalised, and staff can get access to external support services at any time using our Employer Assistance Programme.

We also have an annual wellbeing session for staff and a schedule of initiatives being devised with our qualified mental health first aiders.

Diversity, Equality and Inclusion

We recognise that there is more to do to improve diversity across our organisation and we are actively working to make meaningful, long-term change. We are committed to building a workforce that better reflects the communities we serve and to removing barriers that may prevent people from different backgrounds from joining, progressing and thriving with us.

Through inclusive policies, flexible working, fair recruitment practices and ongoing learning, we aim to create a supportive environment where everyone feels valued, respected and able to do their best work.

We actively encourage applications from people from under-represented and diverse backgrounds, as we know a more diverse workforce will strengthen our organisation and help us deliver our mission more effectively.

How to Apply

To apply in the first instance please send your CV and a Cover Letter detailing why you would be a good fit for the role to Rachel Bignell - HR@NationalNumeracy.org.uk

Please provide up to three examples of content that best demonstrate your creative storytelling skills.

We are particularly interested in seeing examples that showcase content creation, filming, editing, photography, campaign storytelling or audience engagement.

For each example, please include a short description of your contribution and the impact or outcome achieved where possible.

Deadline for applications:
Wednesday 10th June 2026 by 5pm

Please note that we anticipate interviews to be held via Microsoft Teams between 15th - 17th June 2026 and we will be looking to begin shortlisting before the closing date and reserve the right to close the application as soon as we make an appointment.

With this in mind applying early is encouraged.

* This job description doesn't constitute a promise or guarantee of employment. National Numeracy reserves the right to make changes to this job description.
** National Numeracy reserves the right to change the deadline for applications or to close the application window if a suitable candidate is found.
*** National Numeracy cannot offer visa sponsorship for this opportunity. Please do not apply unless you can demonstrate eligibility to work in the UK.



Jason's story



As a parent I struggled when my kids asked for help with their homework. There's a sense of shame and feeling inadequate because your children are asking you for help and you can't provide it. You're meant to provide for your kids.

But now I've done the National Numeracy Challenge I've grown confident with numbers. I don't have to hide from my kids when they ask me for help, and I really enjoy doing it. I don't want them to be afraid of numbers like I was at school. We get a buzz out of doing the homework together, and I'm learning from them too. I'm six feet tall but it makes me feel seven feet being able to help them out. Improving my numeracy hasn't just helped me with my kids, it's helped me at work too. I've enhanced my CV and future job prospects.



These achievements led to Jason being named a National Numeracy Day Hero, appearing in the media and in videos alongside our celebrity Ambassadors to promote the benefits of numeracy.

National Numeracy is an independent charity that empowers children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work combats low levels of numeracy, improving how people understand and work with numbers in everyday life and helping to spark better opportunities in life.

National Numeracy is a registered company in England and Wales limited by guarantee.

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