

Job Title:	Head of Communications
Hours and type of contract:	Full time (or 0.8 FTE can be considered)
Reporting to:	Director of External Relations
Salary:	£41,000 per annum
Location:	Flexible: hybrid, home or in our Lewes, 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 communications and media relations professional to promote our charity, drive public engagement with our services and bring our mission and vision to life for external audiences.</p> <p>Working within the External Relations team on our award-winning campaigns, communications, media, content and marketing, you will lead and deliver creative and results-driven strategies with engaging content on complex issues to tight deadlines.</p> <p>You have significant experience as a communications leader and media relations manager and are an intelligent and diplomatic communicator and skilled multi-tasker.</p> <p>You will have demonstrable experience of building, managing and maintaining excellent relationships with key stakeholders and will work with Directors to develop strategic plans for our External Relations team. You will continually improve our communications work, spot opportunities and support team development.</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 of 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 Lewes, just outside Brighton, 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 Lewes 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>Corporate Communications and media relations</p> <ul style="list-style-type: none"> • Devise and deliver strategic communication plans covering complex issues. • Ensure the delivery of consistent, effective and positive messages to promote and protect the charity, our work and reputation across a variety of platforms, turning complex information into simple, compelling narratives. • Build and maintain effective relationships across the organisation and with external stakeholders including policymakers, the public, the media, funders and other partners. • Create and deliver media strategy and manage relationships with broadcast, print and digital journalists. • Spot and cultivate opportunities for positive media coverage and engaging content for our channels. • Continually improve the effectiveness of our communications work, paying attention to measurement, evaluation and learning. • Support the Director of External Relations with managing the team and its work. • Support the Director of External Relations and CEO with public affairs. • Work with the internal teams to ensure key activities and messages are aligned to our wider strategy and perform well. <p>Campaigns</p> <ul style="list-style-type: none"> • Work with the Campaigns Manager on strategy and delivery of our annual awareness day, National Numeracy Day, and other campaigns throughout the year. • Lead and deliver events, content, celebrity activity, case studies, media and marketing for campaigns and other content throughout the year. <p>Digital marketing and social media</p> <ul style="list-style-type: none"> • Work with the Digital Engagement Manager to develop digital marketing, web, email marketing and content strategies for a variety of campaigns and activities. • Analyse results and provide insight for evidence-based improvement. <p>Website</p> <ul style="list-style-type: none"> • Work with the Digital Engagement Manager and wider team to create and manage strong, audience-led web strategy and content with great user experience. • Ensure content supports SEO strategy and improves engagement and conversion. <p>Collaborate with:</p> <ul style="list-style-type: none"> • External Relations and teams across the organisation on the communications aspects of our work. • The Data Team on provision and analysis of digital data. • Policy, media, partner organisations and freelancers, as required.

	<ul style="list-style-type: none"> • Celebrity ambassadors and their agents and partners. • Learners and beneficiaries, to highlight real-life stories and case-studies
<p>Essential skills/experience</p>	<ul style="list-style-type: none"> • Proven experience of devising and delivering strategic communication plans covering complex issues. • Proven experience of dealing with broadcast, print and digital journalists and managing reputational issues. • Ability to spot and cultivate opportunities for positive media coverage. • Ability to track sector developments and work collaboratively with senior stakeholders. • Ability to strip down complex information into simple, compelling messaging and narratives. • Experience of managing people, resources, and budgets. • 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 media monitoring and 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.
<p>The details:</p>	<p>We are offering:</p> <ul style="list-style-type: none"> • 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. We also offer flexible working hours based around a core hours system.</p> <p>National Numeracy is an equal opportunities employer, and all applicants are treated equally and fairly throughout the recruitment and selection process. We actively promote equality, diversity and inclusion. We hire on the basis of skills and experience of candidates, irrespective of age, disability (including hidden disabilities), race, religion or belief, gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, or sexual orientation.</p>
<p>How to apply</p>	<p>In the first instance, please submit a CV with covering letter of no more than two pages to Alice Wood at alice@charitypeople.co.uk by 9am Monday 4th July 2022. Interviews will take place week commencing 11th July.</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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