

Job title:	Communications Officer
Hours and type of contract:	Full Time
Reporting to:	Head of Communications
Location:	Flexible: hybrid, remote or in our Brighton 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, and it contributes to pervasive problems from unemployment to poor health and debt. At National Numeracy we focus our support on disadvantaged individuals and communities most in-need, where we can have the greatest impact.</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>A new and exciting opportunity has arisen for a Communications Officer with strong writing, digital and media skills and passion for engaging content.</p> <p>You'll be joining the only independent charity in the UK dedicated to improving the nation's numeracy. 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>You will work closely with the External Relations team on our award-winning campaigns, communications, media and content, helping to boost our profile and reach our key audiences. We are looking for someone with bags of enthusiasm and the passion to tell clear and compelling stories about the benefits of numeracy.</p> <p>You will be skilled at writing copy and creating content for different audiences, using traditional media, social media and the web. You will have a keen news sense - perhaps honed in a press office or newsroom - excellent writing and organisational skills and the ability to work to tight deadlines, with initiative and attention to detail. Previous experience in the charity sector and maths expertise are not necessary.</p> <p>National Numeracy is based in Brighton, and while office-based work is available, we also offer remote, hybrid and flexible working. If not based in the office, we would expect you to be in Brighton occasionally, when the work requires it. This role may include occasional UK travel.</p>

<p>Overview of main duties:</p>	<p>Corporate Communications and media relations;</p> <ul style="list-style-type: none"> • Help the Head of Communications in delivering communication plans • Ensure the delivery of consistent, effective and positive messages to promote and protect the charity, our work and reputation across a variety of platforms • Help turn complex information into simple, compelling narratives • Build and maintain effective relationships across the organisation and with external stakeholders • Help 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 • 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 on the communications aspects and delivery of our annual awareness day, National Numeracy Day, and other campaigns throughout the year • Help deliver content, celebrity activity, case studies and media 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 Marketing Team to develop digital marketing, web, email marketing and content for a variety of campaigns and activities <p>Website:</p> <ul style="list-style-type: none"> • Work with the 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 • Celebrity ambassadors and their agents and partners, as required • Learners and beneficiaries, to highlight real-life stories and case-studies, as required
<p>Essential skills, knowledge & experience</p>	<p>Role:</p> <ul style="list-style-type: none"> • Proven experience delivering communication plans covering complex issues • Proven experience of dealing with journalists • Ability to spot and cultivate opportunities for positive media coverage • Ability to strip down complex information into simple, compelling messaging and narratives • Outstanding written and verbal communication skills and attention to detail • Writing for social media and web • Ability to build and maintain effective relationships across the organisation and with external stakeholders

	<ul style="list-style-type: none"> • Willing to represent the charity 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
Desirable skills, knowledge & experience	<ul style="list-style-type: none"> • Working knowledge of GDPR laws • Content management applications such as Trello • Knowledge of Microsoft 365 applications, for example Word, Excel and SharePoint, with experience of PowerPoint
The details:	<p>We are offering:</p> <ul style="list-style-type: none"> • Competitive salary of £24,000 per annum • 37.5 hours a week • 33 days' holiday a year including bank holidays • Company pension scheme • Flexible approach to office/hybrid/remote working • Full induction and a supportive approach to career development • Equality, Diversity and Inclusion strategic plan • Multiple staff social opportunities <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/remote working and welcome applications from candidates interested in office, hybrid or predominantly remote 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 Alice Wood at alice@charitypeople.co.uk by 9am on 21st November 2022.</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. ** 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.</p>