

Appointment of Communications Manager



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. 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



Left:
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.

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



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.

What it's 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:



Everyone at National Numeracy has been so warm and welcoming towards me since I started here. This was made apparent through the very useful induction meetings I had, with every member of staff. Having come from an organisation which I worked at for 8 years to being the new person, I have been supported every step of the way. My needs have been considered and everyone has been very approachable and inclusive.



“I’m very proud to have recently joined the External Relations team at National Numeracy. The team are incredibly welcoming, supportive, passionate and despite many working remotely, very connected. My first few weeks have been very enjoyable and I’m excited for what the future holds!”



“Three months into the role and I feel well and truly part of the fold; we’re very lucky to have such an inspiring and welcoming team culture.”





The Role

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 around us.

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 is currently a team of 15 covering: 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.

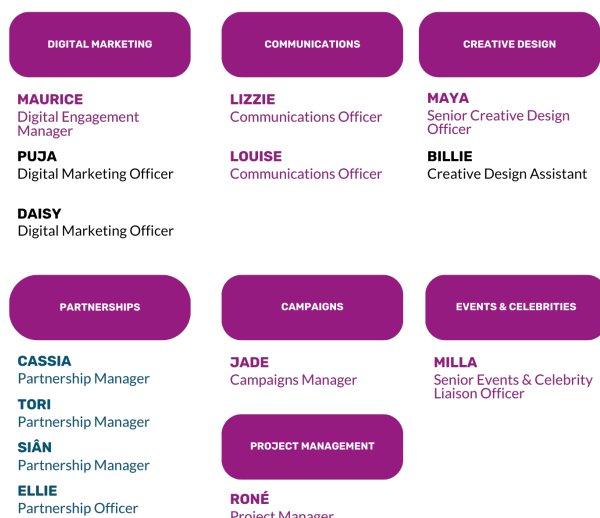
We care deeply about our work and our colleagues and are always seeking to learn, evolve and improve both our practice and our culture.



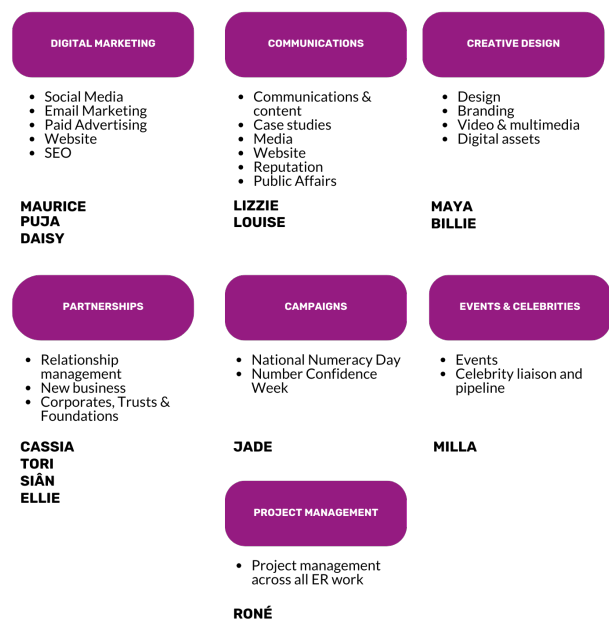
External Relations - Organogram

JULIA
Director of External Relations

KEY
 ■ Line manages those marked in purple
 ■ Jointly manages Partnership with Sam, CEO.
 ■ Those marked blue line managed by Sam



WHAT DO WE DO?



Job Description

Job Title	Communications Manager
Hours and type of contract	Full time or Part time by negotiation (minimum 0.8 FTE)
Reports to	Julia Day, Director of External Relations

About You

You are an outstanding communications professional with the drive and energy to promote our charity, inspire public engagement with our services and bring our mission and vision to life for external audiences.

Working within the External Relations team on our award-winning communications work you will lead and deliver creative and results-driven strategies with engaging content on complex issues to tight deadlines.

You have experience of managing a broad programme of communications, including digital content, case studies and media relations. You are an intelligent and diplomatic communicator and skilled multi-tasker.

You will have demonstrable experience of building, managing and maintaining excellent relationships with key stakeholders. You will continually improve our communications work, spot opportunities for development.

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. Thus, experience working with

policymakers and on public affairs issues would be helpful.

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.

National Numeracy 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 Brighton at least occasionally when the work requires it. The role may include occasional travel to London and beyond.

Overview of main duties

Communications, content and media relations

- 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.
- Manage relationships with broadcast, print and digital journalists, cultivating opportunities for positive media coverage and engaging content for our channels.
- Create compelling beneficiary and partner case studies and other content throughout the year.
- Work with the internal teams to ensure key activities and messages are aligned to our wider strategy and perform well.
- Work with the Campaigns Manager on communications work for our annual awareness day, National Numeracy Day, and other campaigns throughout the year.
- Work with the Digital Engagement Manager to develop content for digital marketing, web, email marketing and social media.
- Ensure content supports SEO strategy and improves engagement and conversion.
- Continually improve the effectiveness of our communications work, paying attention to measurement, evaluation and learning, analysing results and providing insight for evidence-based improvement.
- Manage two Communications Officers.

Collaborate with

- 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.
- Learners and beneficiaries, to highlight real-life stories and case-studies



Person Specification

Essential Skills/Experience
Proven experience of managing communication plans covering complex issues.
Proven experience of dealing with broadcast, print and digital journalists.
Ability to spot and cultivate opportunities for positive media coverage.
Ability to strip down complex information into simple, compelling messaging and narratives.
Experience of line 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 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.

Terms of Employment

Salary	£40,280
Contract	Permanent
Working Hours & Location	37.5 hours a week Remote working /office working flexibility (head office in East Sussex). We welcome applications from across the UK.
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 Equality, Diversity and Inclusion strategic plan

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.

We offer a flexible approach to office/hybrid/home working and welcome applications from candidates interested in office, hybrid or predominantly home working options.

National Numeracy is an equal opportunities employer, and all applicants are treated equally and fairly throughout the recruitment and selection process.

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.

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.

How to Apply

Charity People Ltd. is acting as a recruitment agency adviser to National Numeracy on this appointment. To apply, in the first instance please send your CV to Alice Wood – alice@charitypeople.co.uk

Deadline for applications:
9am Monday 20th November

First interviews will take place 27th or 28th November. Dates for second stage interviews are to be confirmed. There may be a third stage of interview.

Charity People actively promotes equality, diversity, and inclusion. We match charity needs with skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We do this because we know greater diversity will lead to even greater results for the charities with which we work.

* 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.



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. 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 (company no: 7886294) and charity (charity no: 1145669).

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