



Communications Lead

Responsible to: Chief Executive Officer

Liases with: The Children's Literacy Charity (TCLC) Central Office Team (including Education, Fundraising, Finance and HR), TCLC tutors and partner schools, stakeholders

Job Objective: To lead on all communications activity. Working closely with the CEO, to develop and implement a fit for purpose communications strategy and plan to grow favourable awareness and reputation and increase reach, support and take up of our work as the leading literacy tuition specialists.

Main Duties:

Communications: Strategy & Plan

- Develop and deliver an effective communications strategy and plan which will increase our reach and engagement with key stakeholders, growing awareness of the power of our work and building reputational value as the leading literacy tuition specialists
- Raise our profile with schools, multi academy trusts and education opinion formers as well as funders and funding influencers, enabling the charity to maximise both take up of our expert tuition programmes as well as attracting interest and opportunities to bid for new funding
- Identify key media and government targets for focussed communications work and ensure a robust plan for issues management
- Keep up to date with charity sector best practice, comms innovations, legislation and relevant codes of practice

Communications: Messaging, Channels & Collateral

- Working closely with the CEO, ensure all communications work is consistent with agreed messaging, ensuring coherent, credible and persuasive presentation of 'our story'
- Lead on and manage a range of communications channels including all our digital channels
- Lead on copy-writing, design and production of all required print and digital comms, including our newsletter as a key marketing tool, and resources in collaboration with the Education and Fundraising teams working with the pro bono design consultancy
- Manage website content and blog, including generating content, writing case studies, news stories, creating pages, overseeing user journeys and analysing performance
- Create and schedule targeted social media content to reach new audiences and increase engagement with existing stakeholders
- Commission and oversee photo and film shoots, and manage our image library

Branding & House-style

- Act as a brand guardian including maintaining brand guidelines and building a suite of templates/copy for colleagues to ensure consistent messages across all media and reduce duplication
- Deliver training, guidance and updates in this area to other colleagues in the charity when required

Data Analytics & Reporting

- Develop meaningful KPIs and report regularly on performance to the CEO/Board
- Analyse all aspects of comms (including Google Analytics) to enhance our understanding of audience behaviours, and tailor our plans in response to new insights

Person Specification: Communications Lead

Knowledge, Experience & Skills		
Educated to degree level or equivalent experience	E	A/I
Developing and implementing communication strategy and plans	E	A/I
Developing and delivering successful and demonstrable multichannel communications plans and activities with a laser focus on key messaging	E	A/I
Outstanding writing skills and ability to produce engaging copy for a variety of audiences on different communications channels (online and offline).	E	A/I
Ability to proof and edit content to be cohesive and relevant to audience	E	I
Capturing and using data to understand audiences, measure the success of campaigns and use the findings to optimise activities to achieve key metrics and targets	E	I
Excellent communication and interpersonal skills: able to relate and communicate with confidence and professionalism with all stakeholders of The Children's Literacy Charity.	E	I
Strong organisational skills as well as attention to detail, able to prioritise, use initiative and manage a varied portfolio of work and deliver to tight timescales	E	I
Possess a positive and co-operative attitude towards working with and collaborating with the wider team and stakeholders	E	I
Competent in the Microsoft Suite of applications including Office 365, Sharepoint, Outlook, Teams, One Drive.	E	I
The ability to be adaptable, flexible and committed to the aims and needs of the charity	E	I
Experience of using and utilising online communication tools (e.g. CRM, email marketing platforms).	D	I
Basic knowledge and application of the Salesforce platform	D	I
Experience or knowledge of communications in the education/not for profit/charity sector	D	A/I
Experience of developing and delivering marketing resources and activity	D	A/I

Safer Recruitment Practices

All of our staff and contractors are subject to our Safer Recruitment processes, which can be found in our [Safer Recruitment Policy](#).

Equal Opportunities

The Children's Literacy Charity recruits staff on the basis of their skills, knowledge and experience, in line with the job description, person specification and interview process.

Outline Terms and Conditions

Location: Central London Office / Home-based

Hours: 2 days a week (Fixed Term Contract for 12 months) with potential for additional days as workload demands.



Normal Hours:	9.00am – 5.00pm
Salary:	Full-time equivalent: £38,000
Holidays:	30 days per annum (pro-rated)
Pension:	If you are an eligible worker you will be auto enrolled into the NEST pension scheme or you can opt into the scheme. Details of this scheme will be sent upon commencement of employment.