

School Communications Lead

Salary: £32,000-£36,000, depending on experience

About Voice 21

Voice 21 is the national oracy education charity. We exist to empower every child to use their voice for success in school and life. Our work transforms learning and life chances through talk by increasing access to a high-quality oracy education for those that need it most. Follow the links to find out more about [why oracy is so vital](#) and the [impact Voice 21 has](#).

Your purpose

To generate awareness of Voice 21 and our approach to oracy across the education sector, by producing high-quality and persuasive written outputs for teachers. These will predominantly be with a 'soft' marketing focus - targeted at teachers that are not yet part of Voice 21's membership programme for schools, to showcase our impact, the value of oracy and encourage them to join - as well as to existing members to highlight key events and opportunities. These outputs will include newsletters and marketing materials, but also in-depth case studies of our member schools' work. You will also support the development of content for other marketing channels, including our in-person and virtual events throughout the year.

Your responsibilities

- Develop and write a range of cutting-edge, oracy-related email newsletters for teachers, segmented to different audiences in education, to raise awareness of our work and the importance of oracy across the education sector
- Oversee the production of our 'Spotlight schools' - regular case studies of our member schools' work. This will include: interviewing teachers about their oracy practice and writing up the results in an engaging format; planning content for video case studies and podcast features; interviewing young people about the value of oracy to them.
- Write blogs and articles for our website and other outlets to demonstrate the value of oracy
- Support in the production of tailored marketing materials which showcase our impact differently to different education audiences (such as a booklet containing case studies of schools with high percentages of students eligible for Free School Meals)
- Co-plan and produce a range of events throughout the year to give schools a taste of Voice 21's work and increase their interest in oracy.
- Write key communications to existing member schools, highlighting the support we have available, signposting important events or encouraging them to renew their memberships with us.

Your progression

Within 1 month, you'll have:

- A firm understanding of the active ingredients of a high-quality oracy education and how we support schools to implement these through our membership model
- Understood and evaluated the strengths and weaknesses of our existing marketing newsletters and case study collection, and started to think about how to improve these

- Built strong working relationships within the Engagement team, and developed a sound understanding of organisational context and our priorities within this

Within 3 months, you'll have:

- Met the whole Voice 21 team at our organisation-wide away days
- Created and started to implement a strategy for the overhaul and segmentation of our marketing communications, including our Discover Oracy series, Talk of the Month and Voice of Voice 21
- Conducted multiple interviews with existing member schools to produce a range of high-quality 'Spotlight school' case studies, tailored at different audiences
- Experienced Voice 21's professional development in action

Within 6 months, you'll have:

- Grown an audience base for a new series of marketing communication products, with increasing numbers of teachers who haven't previously engaged with our work signing up to hear from you
- Written a series of critical communications for schools at key points of their membership journeys with us (welcome, booking events, renewing etc)
- Implemented a new process for the collection of 'Spotlight schools' case studies, and are consistently generating hard-hitting stories from teachers and students about our work.
- Supported with the production of content from schools for our other marketing outputs, including videos, podcasts and events

From 6 months onwards, we expect for you to be:

- Fully responsible for implementing the requirements of the job (above)
- Spotting opportunities to develop new written outputs or materials which help us achieve our goals, particularly to increase our reach across the education sector and raise awareness of oracy amongst teachers.

This job is for you if you...

- Are an excellent written communicator, able to produce high-quality written outputs that are powerful, precisely-worded and tailored to a range of audiences
- Have considerable experience working in or with schools, or excellent knowledge of the education sector (Qualified teacher status is desirable, but not essential)
- Have an excellent eye for detail and are able to manage multiple projects simultaneously
- Are comfortable working at pace in a fast-moving environment
- Are a self-starter who takes on new opportunities and challenges with positivity and enthusiasm
- Are passionate about Voice 21's mission and helping us to transform outcomes for students in our target population

Who you'll work with:

- The Digital Marketing and Events Lead and Content and Community Coordinator, to support in the development of content for our website, social media and marketing materials.
- Our School Recruitment Lead, to ensure that the content of our newsletters and case studies are aligned with the priorities and interest of schools that are potentially interested in working with us.
- Our Impact team, to ensure we are producing a range of outputs which showcase the impact we're making to our schools effectively
- You'll report to the Head of Engagement, part of a team dedicated to growing Voice 21's reach to achieve our goal of working with 1900 schools by 2025.

Where you'll work: Remote, with regular travel to our London Office and elsewhere and occasional overnight stays required.

Contract: Permanent, subject to successful probation review at 3 months.

Terms: We would welcome applications on a full-time or 4-day per week basis.

Application details

To apply:

Please send your most recent CV and a document answering the questions below to careers@voice21.org with the subject "School Communications Lead application"

- Tell us why you want to work at Voice 21. What is it about us and our mission that excites you? (Max. 400 words)
- Making direct reference to the job description (both the 'Your responsibilities' and 'This job is for you if... ' sections), please tell us the three main reasons why you would make an excellent School Communications Lead (Max. 400 words).
- Tell us about something you have achieved recently that you are proud of (Max 200 words)
- Please specify where you saw the job advertised

Please also click [here](#) to fill out our Equality and Diversity Monitoring Form

Closing date: 11pm, Sunday 5th June

Interview date: Interviews are expected to be on Wednesday 8th or Friday 10th June. Successful candidates will be notified on Monday 6th June and asked to prepare a small task in advance. Exact interview dates and times will be confirmed once the application window has closed. All interviews will take place over Zoom.

Start date: TBC

Questions: if you have any questions about the role, or would like to discuss it before submitting an application, please contact Alex Newton, Head of Engagement (alex@voice21.org)

Valuing every voice

Voice 21 believes that every voice should be heard and valued. We are committed to the equal treatment of all current and prospective employees and do not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join Voice 21.

Why work for us?

We hope that we have given you a good sense of what life at Voice 21 is like and what the role entails - please see below for some more reasons to apply!



Holiday: 25 days annual leave plus additional Christmas closure period. Holiday entitlement increases linked to length of service.

Benefits: Employer contribution to pension (5%), interest-free season ticket, cycle and technology loans and work from home allowance.

Wellbeing: We provide an Employee Assistance Programme through Health Assured which provides all Voice 21 employees 24/7/365 support if needed.

The way we work: We have an agile and flexible approach – our team can work when and wherever works best to deliver the requirements of their role. For staff working at home, we support them to create a workspace and provide technology that enables them to work effectively.

You will also have regular opportunities to get together as a whole staff and in your team, including away days, social events and other development events.

Development opportunities: We believe in supporting people to develop the skills they need to be excellent – whether this means funding external training, finding a mentor to support them or giving them the time to learn from others in the organisations through our regular CPD sessions. We also offer paid study leave for team members taking part in formal studies outside of work. If you want to volunteer as a school governor, trustee or in some other capacity for a mission-aligned organisation, we support our team to take on these commitments without taking annual leave.

Voices of Voice 21

We recently asked our team what they enjoy most about working at Voice 21. Below is a selection of their responses:

“I really enjoy working in an organisation that strives for innovation and is rooted in research of what actually works for teachers in the daily life of a classroom and a school curriculum.”

“At Voice 21, there is a strong culture of sharing expertise and this ensures that your voice is valued and ideas heard, no matter your role. Although a lot of the day-to-day work is virtual, relationships are strong. The very purposefully planned in-person meetings help these relationships to grow and flourish, as does the high level of collaboration in teams.”

“One of the many things I love about working at Voice 21 are the opportunities for professional development. Working in a small, fast-growing organisation has given me the chance to grow professionally and to expand my skill set in a supportive environment.”

“I find it inspiring being part of the Voice 21 team - being surrounded by passionate, mission-driven people makes me want to bring my best every day, because I know that my fab colleagues won't let a good idea gather dust - everything will be snapped up and built into something that helps us make a difference for the students in our schools.”

“Since working at Voice 21, I've been invited to take part in multiple projects and tasks outside of my 'core role', because we're encouraged to develop our areas of interest and expertise across the board. It's incredibly refreshing to work for an organisation that sees every employee as a key asset.”
