

Marketing and Communications Lead

Salary: £33,000-£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

Your purpose is to expand our reach across the education sector, raising awareness of Voice 21's approach to oracy and our membership offer for schools (Voice 21 Oracy Schools). You will devise and implement a range of multimedia marketing strategies, including via written communications, videos, audio outputs and events. As part of this you will have oversight of our website content, social media, marketing materials, case studies, newsletters and much more. You will be in charge of showcasing Voice 21's work through compelling branding, messaging, content and stories.

We are growing on average by 30% each year (in terms of staff and the number of schools we work with). You will be part of the Engagement (Growth) team which is at the forefront of this. You will help us play a vital role in growing our reach across the education sector so that - in line with our five-year strategy - we expand from working with 800 schools this year to 1900 schools by 2025.

Your responsibilities

- Creating and implementing marketing and communications strategies to expand our reach across the education sector.
- Devising and delivering purposeful marketing and communications campaigns, tailored to a range of education audiences, via a variety of marketing channels which you will both choose and manage. These might include newsletters, events, social media and more.
- Commissioning, producing and writing content for marketing materials, blog posts and newsletters.
- Creating and implementing a local and sector press strategy to showcase our member schools' work, including building relationships with journalists and sector influencers.
- Showcasing the stories and impact of our member schools in engaging and innovative ways, such as written case studies, graphics, animation and video.
- Developing and writing a range of cutting-edge email newsletters for a range of audiences in the education sector, to raise awareness of our work and the importance of oracy.
- Overseeing the work of more junior marketing and communications team members, and managing outsourced specialists as needed such as website developers, graphic designers, video editors.

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 current marketing and communications strategies, channels and products, and started to think about improvements.
- 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 key marketing approaches.
- Updated our marketing brochure for schools interested in becoming Voice 21 Oracy Schools, tailored for different audiences.
- Planned out the key themes and messaging for our communications throughout the school year.
- Conducted interviews with existing member schools to produce a range of high-quality 'Spotlight school' case studies, tailored to different audiences.
- Experienced Voice 21's professional development in action.

Within 6 months, you'll have:

- Commissioned and produced a range of multimedia content to publicise our work, including articles from internal and external stakeholders, video case studies, audio content and more.
- Explored new marketing channels for Voice 21 (having reviewed and assessed the strengths and weaknesses of our current approaches), such as new social media platforms, digital tools and marketing materials.
- Helped plan long-term themes and content for our headline events and key marketing campaigns.

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

- Fully responsible for implementing the requirements of the job (above).
- Spotting opportunities to be innovative, trying new approaches to increase our reach across the education sector and raise awareness of oracy across the education sector.

This job is for you if you:

- Are a dynamic, innovative and initiative-taking individual, not afraid to try new things and create new marketing and communications strategies and approaches to raise awareness of our work.
- Have some experience in marketing or communications, ideally in a charity or education context.
- Have a strong track record of producing high-quality communications and written content.
- Are a superb communicator, with a strong editorial eye, excellent copywriting skills and the understanding of how to tailor communications to different audiences.
- Are comfortable using digital marketing products, including email marketing automation platforms (like Campaign Monitor), website management software (like Wordpress) and social media.
- Are a self-starter who takes on new opportunities and challenges with enthusiasm.
- Have some knowledge of the UK's education sector (you may have previously worked in a school or for an education charity).
- Are comfortable working at pace in a fast-moving environment, where you are expected to be creative and take the initiative.

Who you'll work with:

- Our School Recruitment and Partnerships Lead and Communication and Engagement Coordinator, to produce high-quality marketing materials and content to publicise our work with schools.

- Colleagues across the Engagement team and Programmes team who work closely with our member schools.
- You'll report to the Head of Engagement (Growth), 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 travel to our London office a few times per term for meetings and events. Occasional travel elsewhere may be required infrequently.

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 "Marketing and 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 Marketing and 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: 10am, Friday 15th July.

Interview date: Interviews are expected to be on Monday 18th - Tuesday 19th July. Candidates will be notified on Friday 15th July and asked to prepare a small task in advance. All interviews will take place over Zoom.

Start date: ASAP, but we can be flexible for the right candidate.

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 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.”