



# Head of Campaigns and Development

**Salary:** £40-44k, 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 opportunity

**Tackle a vital challenge, with great people.** Voice 21 exists to transform young people's learning and life chances through talk and we are aiming to be working with 2,000 schools a year by 2025. To reach this goal we recruit great people and give them real responsibility, training and support.

**Output-focused culture, with flexible working opportunities.** 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.

**Real 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.

**Great benefits.** 33 days holiday (inclusive of bank holidays) and additional Christmas closure period. Holiday entitlement increases linked to length of service, 5% employer contribution to pension, interest-free season ticket, cycle and technology loans, employee assistance scheme.

For more information on why we think you should apply for the role, see the “Why work for us” section at the end of this job description.

## Your purpose

To generate interest, awareness and support for Voice 21's work from schools and teachers, funders, policy-makers and other influential individuals and external organisations. You'll have oversight of our campaigns and communications, fundraising and public affairs functions, leading a team of specialists to enable us to grow by 30% each year, in line with current trends, so that we're working with 1900 schools across the UK by 2025.

## Your responsibilities

### Strategy and leadership

- Work with the Director of Engagement & CEO to devise Voice 21's developing strategic and operational plans to grow in line with our five-year growth ambitions, in particular for communications, fundraising and public affairs.



- Be a visible and proactive ambassador and spokesperson for Voice 21
- Work with other team leaders responsible for our school recruitment and in-membership experience to hold operational leadership of all the Engagement team's activities
- Lead the development and implementation of organisation-wide initiatives, leading and building teams, and identifying and solving complex problems through collaboration across Voice 21, even where these are outside the direct remit of your role.
- Contribute to the development and execution of Voice 21's strategy as part of our Extended Leadership Team.
- Develop key performance indicators and quality assurance measures to monitor the impact of our communications outputs and drive continuous improvement
- Direct line management responsibility for three staff (Campaigns and Communications Lead, Development and Partnerships Lead and Public Affairs Officer).

### **Campaigns and communications**

- Oversee the work of our campaigns and communications team to devise and implement a range of campaigns, marketing and communications activities, which aim to generate new leads from schools interested in our work
- Lead the creation and refinement of key messages and products we use in communicating externally, tailored to the audience - whether that's awareness-raising campaigns in the education sector, impact reports for funders or activities and events with parliamentarians to gather support.
- Communicate our impact effectively to different audiences, working with our Learning and Impact team to ensure we have tailored products to use with schools, funders and other key stakeholders.

### **Development**

- Build strong and sustained relations with new and existing grant funders and prospects to increase funder income, using insights and analysis to identify, cultivate and pursue new income-generating ideas and relationships
- Devise a long-term development strategy, working with the CEO, Director of Engagement and Development Officer to secure a quarter of organisational income from fundraising (such as grants and foundations)

### **External relations and public affairs**

- Strengthen how Voice 21 communicates and raise awareness of the impact of our work with supporters, influencers and external stakeholders.
- Oversee our influencing activities with key political or sector-shaping stakeholders, including coordinating the work of the Oracy All Party-Parliamentary Group (for which Voice 21 acts as the secretariat).
- Raise awareness and cultivate close relationships with the media, influencers, and advocates to grow the profile of Voice 21
- Design and deliver key stakeholder engagement events, both physical and virtual, working with the Events and Partnerships Officer

### **What the role might look like:**

Within 3 months, you'll have:



- Reviewed Voice 21's current campaigns and communications plans, strategic partnerships and public affairs activities
- Conducted a stakeholder mapping exercise to identify key targets in the education sector to build relationships with
- Met with key external stakeholders to establish productive personal relationships
- Worked with your team to identify new opportunities for raising awareness of our approach to oracy amongst key audiences

Within 6 months, you'll have:

- Coordinated the production of a range of new products, approaches or resources to showcase the impact we're having in schools.
- Created and started to implement a public affairs strategy which leverages political support to encourage more schools to work with us, in line with our mission.
- Devised and started to implement a development strategy with KPIs and targets, submitting new bids to funders or establishing potentially fruitful new partnerships.

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

- Leading a range of innovative approaches to our campaigns, marketing and communications which are generating increased interest from schools in oracy and our work.
- Implementing key components of your development strategy with demonstrable evidence of success (new income, increased awareness and engagement etc.)
- A trusted and influential partner to key external stakeholders - providing them with timely information, compelling communications and engaging events.

### **This job is for you if you...**

- You have superb communication skills - your words leap off the page, your presentations turn spectators into supporters and your conversations create lasting connections
- You have excellent interpersonal and influencing skills and are able to form positive relationships with a disparate range of individuals including at the most senior levels.
- You have excellent knowledge of the school system and UK education sector.
- You have some experience in at least one of the following: communications, campaigns and marketing; development and fundraising; public affairs.
- You are motivated by an ambitious plan and a desire to make things happen, with a track record of both setting and achieving lofty goals.
- You are both a long-term thinker and a 'do-er', switching comfortably between strategic thinking and organisational delivery.
- You are an authentic and influential leader, comfortable line-managing people with different specialisms, both bringing out the best in them as individuals and providing clear direction and focus to all their activities.
- You love building strong relationships with colleagues and thrive in a people-centric, collaborative culture.

### **Who you'll work with:**

- The Engagement team - especially communications, development and public affairs
- The Director of Engagement and the CEO
- Learning and Impact team- especially research and policy



- Senior stakeholders and supporters including our Board, advocates (such as the Members of the All Party Parliamentary Group) and existing donors
- External advisors and suppliers

**Where you'll work:** Remote, with regular travel to our London office and elsewhere for meetings. Occasional overnight stays may be required depending on where you are based.

**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](mailto:careers@voice21.org) with the subject "Head of Campaigns and Development 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 Head of Campaigns and Development) (Max. 400 words).
- Tell us about something you have achieved recently in a professional context 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 13th November.

**Interview date:** Phone interviews are expected to be on w/c 14th November, with full interviews that week or the week after. All interviews will take place over Zoom.

**Start date:** As soon as possible, but we will 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, Director of Engagement ([alex@voice21.org](mailto: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.

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### 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.”*

*“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.”*

*“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.”*

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