

Campaigns Manager

Salary: £34,237 - £38,325 (depending on experience and with potential for progression)

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](#).

Voice 21 is leading the conversation to prioritise oracy within schools and teaching. In July 2023, the [Labour party announced its commitment to prioritise oracy and speaking lessons as part of its future mission for education](#). As a result oracy has become a major talking point, with the topic and Voice 21 appearing on the front pages of the national newspapers and leading discussion on TV and radio.

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.

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

This year Voice 21 are recruiting to a newly formed Communications, Campaigns and Public Affairs department to help address these challenges. As Campaigns Manager, you will support the Head of Communications, Campaigns and Public Affairs to make oracy education ordinary, co-ordinating and project managing communications campaigns as well as leading content delivery. In doing so, you will play an integral role in ensuring *all* children, regardless of their background, find their voice for success in school and in life.

Your responsibilities

- Play a senior role in the Communications, Campaigns and Public Affairs team, as part of the wider Learning, Impact and Influence directorate

Campaigns (70%)

- Responsible for developing and delivering integrated campaigns working closely with Fundraising, Marketing, Customer Service and Service Delivery teams.
- This will include, but is not limited to: growing charity awareness, recruitment and retention, growing our advocacy base and policy change campaigns
- Taking a lead role in development and project management, you will deliver our national campaigns and business as usual communications projects
- Utilising matrix management, you'll bring internal and external teams and freelancers together to oversee all aspects of our campaigns.
- Engaging the entire marketing mix, you'll develop, implement, integrate, and evaluate campaigns across various channels, including PR, digital, advertising, and influencer amplification
- Planning, delivering and leading purposeful and planned communications cycles & campaigns
- Delivering and using implementable insights from analysis and user intelligence

Content and brand (30%)

- Creating, co-creating and commissioning communications materials and content and proactively spotting new opportunities to raise awareness of our work across the sector
- Implementation of the communications strategy and ensuring content constantly delivers against strategic needs
- Spotting reactive opportunities for content creation in line with the communications strategy

What the role might look like:

Within 3 months, you'll have:

- Become embedded in the organisation's systems and processes
- Built strong relationships with key members of staff
- Started leading the coordination of communications across the institution
- Contributed to our brand development
- Contributed to our public affairs campaign strategy and delivery

Within 6 months, you'll have:

- Deliver project management template for campaigns delivery
- Built strong relationships with colleagues from around the organisations including in Fundraising, Marketing, Customer Service and Service Delivery teams
- Make recommendations for improving coordination systems and processes to better grow awareness of oracy and capacity to make policy changes
- Deliver strong analytics and insights systems

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

Fully embedded in the organisation, delivering sector-leading campaigns and enjoying your working life

This job is for you if you...

Have experience in these areas

- Project managing campaigns and business as usual from conception to delivery and evaluation
- Matrix managing projects with staff from across various departments
- Co-creating content with staff from various departments and personally creating multi-channel content in multiple formats

- Using analytics and user intelligence to deliver insights which meaningfully shape campaigns
- Strong eye for detail, including in copywriting and proofreading
- Ability to form excellent working relationships, internally & externally

You may also have experience in these areas

- Relevant experience in and a strong understanding of the education sector
- Experience project managing in an organisation with staff with content creation responsibilities dispersed across various teams

Reporting lines

Reporting to: Head of Campaigns, Communications and Public Affairs

Managing: None

Where you'll work: Remote, with 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.

Application details

To apply: Send a cover letter and CV to careers@voice21.org. The cover letter should address the points in the *This job is for you if you...* section and show how you fit the criteria.

Closing date: 5pm Monday 15th April

Interview date:

First round interview: 18th April

Second round interview: 25th April

Start date:

ASAP

Questions:

Head of Communications, Campaigns and Public Affairs, Elizabeth Somerville;
elizabeth.somerville@voice21.org

Valuing every voice

Voice 21 is committed to being a diverse, equitable and truly inclusive organisation, made up of diverse voices and experiences and creating an environment where everyone can speak up, be heard and feel they belong. This is fundamental to Voice 21's mission having meaning and being achieved.

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 are 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.”

“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.”