

Job description

Job title:	Campaign Manager, National Year of Reading
Salary:	£36,000 to £40,000 per year
Contract:	Fixed term until the end of January 2027
Hours:	35 hours per week
Directorate:	National Year of Reading
Reports to:	Director, National Year of Reading
Direct/indirect reports:	None

Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

2026 will be a National Year of Reading (NYR), an exciting UK-wide campaign aiming to engage new audiences in reading and to change the national reading culture for

good. It will position reading as a powerful contemporary activity, the key to unlocking potential in a digital-rich AI world and as a rich cultural activity which links people, boosts skills and empathy and benefits wellbeing.

Commissioned by the Department for Education, the National Year of Reading will deliver a consumer-facing social marketing campaign to promote reading. It will also mobilise national partners and local stakeholders in a major national celebration of the power of reading,

The National Literacy Trust will lead, develop and coordinate the National Year of Reading, ensuring a powerful and engaging national campaign which redefines reading for a new generation.

Purpose of role

Working as part of a new in-house team for the National Year of Reading, you will be responsible for planning and delivering powerful and high-profile national media and PR campaigns in support of our aim to change behaviours and attitudes to reading among target communities. This will include building relationships with a range of stakeholders, including national Government, charity and education sector partners, publishing and book trade bodies, corporate supporters and high-profile celebrity ambassadors.

Key contacts

You will work closely with colleagues both in the National Year of Reading team and in our central media and communications team, as well as with our programme delivery and partnerships teams. External contacts will include campaign stakeholders, partners and funders, and celebrity ambassadors and their agents, as well as campaign audiences such as schools, libraries, community and cultural organisations, and national and local media.

Outline of responsibilities

- Manage planning and delivery of campaign and communications activity in line with National Year of Reading strategy
- Develop a digital plan to reach target audiences through social media, campaign websites and other online channels

- Develop and deliver a strategy for engagement of high-profile celebrity ambassadors
- Work alongside the National Year of Reading team to manage and brief creative and communications agencies
- Alongside the media and communications team, develop and manage relationships with media contacts, including acting as the first port of call for incoming media enquiries, out-of-hours media response and cultivating longer-term relationships with journalists, both in the education sector and beyond
- Alongside the media and communications team manage interview requests including fielding and briefing appropriate spokespeople
- Plan, create and write multi-media communications materials, including news stories, social media content, and reports for multi-channels use
- Develop key messages and evidence-based rationale, and test with target audiences
- Ensure consistent, ongoing evaluation of campaign reach and impact, and updates for stakeholder groups.

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

Person specification

Essential	Desirable
<p>Significant experience of planning and delivering high-profile and large-scale media and PR activity</p> <p>Experience of national campaigning</p> <p>Developing engaging campaign messaging and using a range of channels to reach target audiences</p> <p>Knowledge of effective evaluation of marketing and communications campaigns</p>	<p>Experience of working in the charity, education, wellbeing and/or cultural sectors</p> <p>Able to use initiative and solve problems independently</p> <p>Strong IT skills including Microsoft Office, working with images and uploading content online</p> <p>Excellent verbal communication skills</p>

<p>Experience of building partnerships with a range of stakeholders across the public, private and charity sectors</p> <p>Expertise in writing for different audiences/contexts</p> <p>Excellent working knowledge of digital platforms</p> <p>Able to work under pressure and manage multiple deadlines</p>	<p>Excellent writer and proof-reader</p>
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Summary of terms

Location:	<p>You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.</p>
Flexible working:	<p>We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role.</p> <p>This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.</p>
Travel:	<p>This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.</p>

Safeguarding:	We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.
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Team structure

