

## Job description

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| Job title:               | Regional Lead, National Year of Reading (Central) |
| Salary:                  | £40,000 to £42,000 per year                       |
| Contract:                | Fixed term until end of March 2027                |
| Hours:                   | 35 hours per week                                 |
| Directorate:             | Communities and Local Areas                       |
| Reports to:              | Assistant Director of Place-Based Working         |
| Direct/indirect reports: | 3 to 9 direct reports (funding dependent)         |

## 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.

## Purpose of role

2026 will be a National Year of Reading, a once-in-a-generation, UK-wide campaign to engage new audiences in reading and change the national reading culture for good. 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.

You will be responsible for the strategic engagement and mobilisation of organisations across the public, private and community sectors in the central region of England (East Midlands, West Midlands, East of England), to support the National Year of Reading. You will be part of a new regional team structure for this, working alongside our existing communities and local areas team and complementing their work by targeting other priority locations in the region.

You will manage a small team of project officers (initially three but we will increase capacity as we secure additional funding for this work) and work with them to engage partners, recruit volunteers and deliver events and activities. You will ensure key local organisations are included and that our national approach is integrated into planning. There will be a calendar of key moments along with digital assets and activity guides, and partners will have the option to purchase additional resources to help their work and support the overall campaign. You will lead your team to reach families and communities, motivating them to read more, championing the benefits of literacy, and encouraging them to join and use their local library.

The National Year of Reading has ambitious targets and you will play a critical role in ensuring these are achieved and that our reach is as wide as possible. Across the central region, we aim to recruit 120 Lead Literacy Champions, community volunteers in high-priority locations who help to recruit and mobilise other Literacy Champions to deliver local activities. These volunteers will be vital for ensuring the reach and sustainability of this work beyond 2026.

## Key contacts

You will work closely with colleagues in our new regional team, as well as our communities and local areas team and senior internal stakeholders including the senior management team. External contacts include partners in the education and

charity sector, corporate and trust/foundation funders, local and national government, national policy and programme leads in other partner organisations, media representatives.

## Outline of responsibilities

- Map priority areas within the region based on need and key partners
- Engage partners, signing them up to support the National Year of Reading
- Monitor and support partner activations throughout the year
- Provide effective line management to ensure your team of officers can plan and deliver a programme of engagement to achieve volunteer target numbers
- Manage new and existing partnerships to extend the reach of our work
- Manage relationships with funders, key stakeholders and contractors
- Ensure programme budgets are managed effectively and that all activity is delivered on time and to budget
- Work with the development team to manage partnerships, report on programmes and impact, and create applications for new funding to meet agreed targets
- Represent the charity externally, including as a media spokesperson
- Work with the NYR communications team, to support and implement the campaign communications strategy

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                                 |
|----------------------------------------------|-------------------------------------------|
| Programme delivery and leadership experience | Working in, or with, the corporate sector |

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| <p>Managing and motivating a team working remotely</p> <p>Engaging and managing complex partner relationships at a senior/strategic level.</p> <p>Working in, or with, the education sector</p> <p>Knowledge of research methodologies and impact measurement for large-scale programmes</p> <p>Working with/managing volunteers</p> |  |
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## Summary of terms

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| Location:         | You will be based in the central region of England (East Midlands, West Midlands, East of England) and work from home, around the requirements of your role for in person meetings or travel.                                                                                |
| 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:           | This post will require regular national travel. Travel expenses will be paid when incurred in line with our expenses policy.                                                                                                                                                 |

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| Safeguarding: | <p>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.</p> <p>This role is also subject to a Disclosure and Barring Service check.</p> |
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