

## Job description

Job title:	Senior Programme Manager, Primary Professional Development
Salary:	£44,000 to £48,000 per year
Contract:	Fixed term for one year
Hours:	Full time, 35 hours per week
Directorate:	School Programmes
Reports to:	Head of School Programmes
Direct/indirect reports:	1 direct

## 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

You will be responsible for leading the delivery of our professional development offer for primary schools and early years settings.

Working with our research, policy and programmes teams, you will develop a strategy for high-quality, evidence-informed training and lead its implementation. This will include managing relationships with associate trainers where necessary, as well as colleagues from our programmes team. You will also deliver high-impact national conferences as leading events in the sector.

You will also work with colleagues and key internal stakeholders to ensure the effective marketing of this work, including line managing a Schools Marketing Manager, and strengthen our networks and partnerships through our CPD offer.

## Key contacts

You will work closely with our school programmes, communications and research teams. External contacts will include staff at schools and nurseries, including finance teams, as well as external trainers.

## Outline of responsibilities

- Lead the design and delivery of primary CPD and training, including marketing, quality assurance and special events
- Lead and inspire the primary CPD and training team, including external trainers, and ensure that all activity is research-informed and responsive to need, and that the user experience is first rate
- Contribute to the development and implementation of a successful marketing and communications plan to promote our training and conferences
- Ensure that marketing messaging is strongly aligned to needs and trends in the primary school sector, as well as in line with our own brand
- Lead the use of audience insight to develop and grow the reach and engagement of our primary training offer, identifying opportunities and building networks with key stakeholders
- Develop a full programme of primary CPD including bespoke traded requests from schools and settings
- Manage budgets and ensure cost-effective delivery of all activities
- Use our CRM system to monitor and measure impact in relation to KPIs

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>Qualified Teacher Status and experience of working in the primary sector</p> <p>Experience of delivering primary CPD, both in-person and online</p> <p>Ability to identify and respond to opportunities to develop and expand primary training</p> <p>Ability to provide strategic oversight and mapping of marketing activity targeted at schools</p> <p>Strong understanding of the UK education sector and the current professional development and conference landscape and an ability to build networks in this field</p> <p>Excellent relationship development skills with the ability to build strong partnerships with a range of key stakeholders, and ensure high levels of customer service</p> <p>Excellent written and spoken communications</p> <p>Ability to work under pressure and manage complex workstreams with multiple deadlines</p>	<p>Ability to write effective promotional copy</p> <p>Commitment to innovation in professional development design including the use of digital platforms and hybrid models of delivery</p> <p>A strong professional network of primary leaders, practitioners, local authorities and delivery organisations</p> <p>Experience of working with e-learning/digital learning platforms</p>

## Summary of terms

<p>Location:</p>	<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>
<p>Flexible working:</p>	<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. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.</p>
<p>Travel:</p>	<p>This role may require national travel. Travel expenses will be paid when incurred in line with our expenses policy.</p>
<p>Safeguarding:</p>	<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. This role is also subject to a Disclosure and Barring Service check.</p>