# Job Opportunity

**Job Title:**  **Marketing and Communication Officer**

One, or possibly two posts

**Start Date: January 2022**

**Company: Bradford Birth to 19**

An organisation run on social enterprise principles, based in St Edmund’s Nursery School.

Bradford Birth to 19 comprises

* 50 Things To Do Before You’re Five
* The Bradford Birth to 19 Institute for the Early Years
* Bradford Birth to 19 SCITT (Schools Centred Initial Teacher Training)
* Bradford Birth to 19 Evidence Based Practice

**Location:** St Edmund’s Nursery School and Children’s Centre, Washington Street, Bradford, BD8 9QW

We currently support a mixture of office and home-based working, with a minimum of three days in the office.

**Who we are**

Bradford Birth to 19’s work is in teacher training, early years and school improvement. We are a rapidly-growing, school-based organisation which is making a significant contribution to improved learning, health and mental wellbeing outcomes for children and young people in Bradford, and increasingly across the whole of England.

An important focus for us is the improvement of pre-school settings and schools. We work collaboratively with over 100 schools (nursery, primary, special and secondary), providers of day-care and charities in the local area. We are held up as a model of outstanding school leadership within Early Years and in parent partnership, with a strong record of success in Initial Teacher Training. We are a significant partner for DfE-funded work in the Bradford Opportunity Area, supporting a five-year initiative to improve social mobility in Bradford.

We train and recruit teachers and school leaders. We work with school, university, health, charity sector and local and national government partners with the aim of making Bradford a better place to grow up and go to school. While much of our work is with schools, we also work with parents, the voluntary sector, health and community groups to support regeneration initiatives in the district.

We work significantly within the Bradford and West Yorkshire area, though we are now increasingly working on a national scale, with developing international interest in our work.

This post will involve significant support for our innovative ***50 Things To Do Before You’re Five*** initiative. 50 Things seeks to help every child reach important development, health, learning, and wellbeing milestones, by providing 50 low or no-cost ideas for play to the people who care for them. 50 Things is now being rolled to Local Authority areas across the UK - each locality its own local 50 Things offer. Have a look at our app and see what it is all about!

The post also comes with the opportunity to support a range of projects programmes in the area which this year include:

* Supporting improved learning, health and mental wellbeing outcomes for children under five years old
* High levels of school attendance in the post-COVID recovery period
* Providing support for parents in becoming more confident in using the 50 Things approach
* Large local projects to support improved language and communication and reading
* The Evidence Active Schools Network, which supports a cohort of teachers in becoming research-informed practitioners

For further information about our work:

* See our national websites [here](https://www.50thingstodo.org/) and [here](http://www.bradfordbirthto19.co.uk/). Our Bradford 50 Things website [here](https://bradford.50thingstodo.org/app/os).
* download the 50 Things app on [Android](https://play.google.com/store/apps/details?id=com.fiftythings.bradford&hl) or [iPhone](https://itunes.apple.com/us/app/50-things-to-do-bradford/id1386729093?ls=1&mt=8)
* Follow us on [Twitter](https://twitter.com/50ttdbradford) or on [Facebook](https://www.facebook.com/50TTDBradford/)

**Main Duties & Objectives**

The post will involve working with our Marketing and Communications Team.

As part of the team which leads on marketing and communications across our full range of work, you will be leading on:

* 50 Things to Do Before You’re Five
  + Creating and scheduling social media posts for 50 Things to Do Before You’re Five’s national and Bradford accounts, across Facebook, Twitter, LinkedIn and Instagram, growing our social media presence
  + Supporting local authority partner leads to make their 50 Things initiatives successful through regular meetings with assigned partners
  + Producing written content for our newsletter and website
  + Assisting our Project Officer with running the Bradford 50 Things offer
  + Updating our app content
  + Event management for our webinars, including securing and liaising with speakers, technical support and promotional marketing
  + Finding potential sales leads, direct marketing to potential partners
  + Preparing marketing materials including one-page summaries, posters, flyers
  + Collecting reported data from partners
  + Other marketing and promotional areas including paid ads, competitions, and events
  + Arranging meetings, note taking and distribution
  + Contributing to funding bids
* Initial Teacher Training
  + Creating and scheduling social media posts for SCITT accounts, across Facebook, Twitter, LinkedIn and Instagram, growing our social media presence
  + Overseeing website content
  + Coordinating marketing strategy for trainee recruitment including events, paid ads, SEO
  + Producing marketing materials for potential trainees
* Schools and Training Offers
  + Providing administrative support to partnership offers taken on by Bradford Birth to 19
  + Contributing to funding bids
  + Producing marketing materials such as fliers and posters
  + Developing written material, including for the website

**Benefits and Outcomes**

Working with us is unique! Effectively a start-up business working from a school, we are breaking new ground in our work on initial teacher training, school improvement and projects we are leading across the UK.

50 Things is the jewel in our crown, growing rapidly and with growing brand awareness and an ever-widening group of partners in local authority areas, each of whom have their own 50 Things projects. Be part of something remarkable – so strong is our growth, that soon local 50 Things offers will be in place in 17 local authority areas, reaching out to over 600,000 children.

We are also very much a values-led organisation, actively supporting the local economy, and we expect all our staff to support our belief that children and young people should be at the centre of everything we do. This means a commitment to community cohesion and social mobility for all children.

Schools and academies can increasingly be seen as medium-sized businesses and this sector is taking control of its own improvement and growth. We are therefore looking for a highly flexible, hard-working team player who is ready to learn with us, in a supportive, friendly and optimistic team. This post would suit someone who would be interested in a career within the not for profit, public or education, health and care sector. You are likely to have had some experience of working (including university placements, shadowing and volunteering) in a charity, or in a community, school or health or training setting and are wanting a job which will combine the dynamism of marketing with the social value working in the education and care sector.

We require a willingness to attend occasional conferences and meetings away from the area (with full expenses provided), and the ability to work occasional evenings and single weekend days.

This post is offered initially as a sixth month contract. However, there are large and growing opportunities for employment with us and it is likely we will make further permanent appointments to our organisation next year. The first two appointments made to our Marketing and Communication team both had their contracts made permanent.

**Person Specification**

**Essential**

* Graduate, ideally 2:1 or higher
* Some experience of or significant interest in working in media and public relations, marketing and communications, or event management
* Some experience of or strong values alignment with work for a community setting, school or care settings, or within a charity or the voluntary sector
* Experience of or interest in running social media campaigns
* Experience of or interest in website development, including content creation
* Ability to work well in a team, so that projects are completed to a high standard and on time
* Very good written and verbal communication skills
* Very good administrative skills
* Friendly phone manner and personal confidence
* An eye for detail, with reference to publicity materials, and written text
* Good IT skills and the capacity to gain the skills to lead key elements of content production and develop our use of social media (this is not a programming job)
* Some experience of using databases
* A passion for making a difference to the lives of all children and families, but particularly those facing social and economic disadvantage
* Satisfactory DBS clearance

**Degree specialisms**

We are happy to receive applications from graduates who have studied degrees with specialisms including marketing, media, event management and website development.

We are equally happy to receive applications from graduates from other disciplines who share our values, and have strong communication skills.

Ideally, you will have some relevant experience, but more important is your capacity to learn quickly, to work hard, to be resilient and your ability to work well within a team.

**Supervision:** Andrea Layzell, National Lead, 50 Things To Do Before You’re Five

**Salary:** £20,000 pa

**Duration:** 6 months in the first instance, but with the expectation of extending into a permanent contract for the right person

**Closing Date:** 9am, Friday 17th December 2021

**Interview Dates:** Interviewees will attend in person on either Friday 7th or Friday 14th January 2022

**Application Instructions:**

Want to find out more from people who work for us? To find out more about the job, we are offering two opportunities to meet with Bradford Birth to 19’s Director, Christian Bunting and the Fifty Things National Lead, Andrea Layzell, and to have the opportunity to ask questions to the current marketing and communications team.

These will be on Tuesday 7th December at noon, and Tuesday 14th December, 11am. To attend one of these two, one hour-long opportunities, please book a space by emailing [abigail.traynor@stedmundsbradford.org.uk](mailto:abigail.traynor@stedmundsbradford.org.uk)

Apply by sending a CV and professionally laid out covering letter to Shazeea Hussain at [shazeea.hussain@stedmundsbradford.org.uk](mailto:shazeea.hussain@stedmundsbradford.org.uk)

When uploading your CV and letter, please make sure you title your document with your name only. We require 1 document – your CV, followed in the same document by your covering letter.

Please ensure you demonstrate in a detailed covering letter and CV how you match every area of the person specification.

**Eligibility**

You must be eligible to work in the UK for the duration of the placement.  Information is available at <http://www.ukba.homeoffice.gov.uk/>

**Support for applicants with disabilities, impairments or health conditions:**

We want to make sure that all candidates have equal access to our recruitment and selection procedures. If you have a disability, impairment or long-term health condition that may affect your ability to submit an application, or if you need any adjustments to be able to attend an interview, take part in the selection process or to carry out the job you are applying for, please contact [andrea.layzell@stedmundsbradford.org.uk](mailto:andrea.layzell@stedmundsbradford.org.uk) This will enable us to make any reasonable adjustments. Any information provided will not inform any part of the recruitment and selection process.