

# Job applicant information pack

## Communications Officer



# About us

At Action Tutoring, we believe every child should be given the **opportunity to succeed** in school.

But in the UK today, young people from disadvantaged backgrounds are less likely to achieve the grades they need to progress in life. This isn't because they are any less able; they have less access to the tools to help them **reach their potential**.

We don't think this is fair. We know tutoring is an effective way of improving academic attainment and so we harness the **power of volunteer tutors** to bridge the gap and ensure this help can be accessed by every pupil who needs it, **not just those who can afford it**.

We specifically help pupils facing socio-economic disadvantage and who are at risk of leaving primary or secondary school without reaching national standards in their exams. We work **in partnership with schools** in nine cities and regions across the UK, delivering weekly tutoring in English or maths to those pupils who need it most.



## Our mission

Action Tutoring supports young people facing **socio-economic disadvantage** to achieve a meaningful level of academic attainment, with a view to enabling them to progress in education, employment or training.



We do this by partnering high-quality volunteer tutors with pupils to increase their **subject knowledge, confidence** and **study skills**.

Our **vision** is a world in which no child's life chances are limited by their socio-economic background.

# Our values

Our team are passionate, dedicated, professional and supportive.



**High standards**



**Reflective**



**Evidence based**

We are a values driven organisation and the following **six core values** underpin what we do and how we seek to do it.



**Aspirational**



**Integrity**



**Collaborative**

Learn more about our values at:  
[www.actiontutoring.org.uk/our-story/](http://www.actiontutoring.org.uk/our-story/)



## Our impact in 2021-22

**30,855**

sessions of  
tutoring delivered

**6,159**

pupils benefitted  
from tutoring sessions

**2,345**

volunteer tutors  
supported our work

In the summer of 2022, pupils in England completed SATs and GCSE exams for the first time since 2019.

Even before the pandemic, disadvantaged pupils were **already 18 months behind** their non-disadvantaged peers on average by the end of secondary school. The effects of the pandemic on education are still being felt and this gap is now the largest it has been in ten years. Studies show that it has increased by **23% percentage points** for primary pupils.

Our analysis shows that primary pupils who were supported by Action Tutoring in 2021-22 were **more likely to achieve the expected standards than other disadvantaged pupils across the country** — by 8 percentage points in maths and 8 in reading. The pass rates for secondary pupils supported by Action Tutoring either matched or exceeded pass rates for equivalent groups supported by Action Tutoring in 2019.

For more information, head to: [www.actiontutoring.org.uk/our-impact/](http://www.actiontutoring.org.uk/our-impact/)



# Communications Officer

**Diversity, equity** and **inclusion** are a core part of Action Tutoring's culture; having a diverse workforce helps us innovate and deliver better programmes for pupils. We recognise diversity covers many aspects of identity and we continually strive to make our workplace more inclusive and equitable, to empower everyone to be heard, respected, and valued.

Action Tutoring is **committed to safeguarding and promoting the welfare of children and young people** and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

## Reports to

Communications and Media Manager

## Salary

£24,500 per annum pro rata (plus £2,205 London Weighting, if applicable)

## Contract and hours

Permanent, full-time. We offer flexible hours with 9.30-4 as core hours. A full working week is 37.5 hours.

## Closing date

Thursday, 4th January 2024

## Interviews

W/c 8th January 2024

## Start date

Ideally beginning of February 2024

## Place of work

Our London office address is: [Fivefields](#), 8-10 Grosvenor Gardens, SW1W 0DH

We would prefer to have the candidate based in London (we operate on a hybrid working model). We will consider remote working from England for the right candidate. Willingness to travel to London once per month is crucial for this role.

## Benefits

25 days per year (an additional day of leave will be given for each year of service up to a maximum of three extra days) plus bank holidays and three days pro rata for Winter closure.

Further information about our benefits can be found on page 7 and [click here](#) to find out more about how we work.

## DBS requirement

All Action Tutoring staff must have an enhanced DBS check suitable for the child workforce.

If you don't already have one, we'll process one for you. Should you be aware of any incidents, cautions or convictions that would appear in a DBS check, please notify us when you apply.

## To apply

Please submit [here](#) a CV and outline in a letter (max one page of A4):

- 1) Please share a time you've adapted your communications to different audiences and platforms to achieve an outcome.
- 2) Share a time you've analysed the effect of your communications activity to make improvements.
- 3) Please tell us about your proudest creative communications achievement.
- 4) Tell us how our organisational values are in line with your values and why you would like to<sup>4</sup> work for Action Tutoring.

# About the opportunity

The Communications Officer will work closely with the Communications and Media Manager to support stakeholder communications and engagement at Action Tutoring. You will produce high-quality written and visual content for use across a range of our channels to engage new and existing audience members (tutors, funders, schools and partners) with Action Tutoring's work.

## Duties and responsibilities

- Write relevant and engaging emails/newsletters and blogs for MarComms campaigns as well as policy and fundraising campaigns with the aim of growing the audience and engaging and motivating stakeholders to engage actively in our mission.
- Use engagement data from Campaign Monitor, Google Analytics and Salesforce to inform and improve the content you produce.
- Support the Communications and Media Manager to shape and build our brand, ensuring its positioning remains relevant to our audiences and is supporting the goals of the charity.
- Support your MarComms colleagues and wider teams to use the brand well, shaping and refining tools and guidance as appropriate.
- Build Action Tutoring's bank of engaging film and photography for use across all our channels, ensuring content is engaging and in line with Action Tutoring's brand and style.
- Support your Communications colleagues to produce interesting and relevant pupil and tutor case studies throughout the year.
- Collaborate with our Programme Team and your MarComms colleagues to source appropriate case studies from our partner schools and volunteer network.
- Working with MarComms colleagues, adapt email campaign content for use across our social media platforms (Instagram, LinkedIn, X, TikTok, Facebook, YouTube) using design software such as Canva or Adobe Suite.

- Support the Communications and Media Manager with outreach to national and regional media to raise Action Tutoring's profile and encourage volunteer applications from across England.
- Support as one of the charity's proof-readers, reviewing content produced by the team for errors and inconsistencies, supporting others in the team to replicate the Action Tutoring style.
- Any other duties deemed reasonable by the Chief Executive Officer.

## Person specification

### Qualifications criteria:

Right to work in the UK.

### We are looking for some of the following attributes, though you might be more experienced in some areas than others:

- Able to work independently and use initiative in different situations.
- Able to interact with a range of audiences and have outstanding verbal and written communication skills.
- Able to think creatively when producing content tailored to different audiences, replicating the Action Tutoring style.
- High attention to detail, to produce accurate communications, manage mailing lists and proofread content effectively.
- Experience of design software such as Canva or Adobe Suite.
- Experience of film production.
- Able to think creatively and generate content to effectively convey messages.
- Confident using new technology, different digital tools and software.

- Able to meet deadlines and undertake administration to a high standard, using data where appropriate to identify key areas of need to prioritise and adapt approach.
- Enthusiastic and open to new ideas. Action Tutoring is a young organisation and values the creative input of all staff members to innovate and drive improvements.
- Adaptable and open to learning. You will need to be willing to adapt and to grow and develop with the organisation.
- Detailed and organised, able to plan and manage your workload.
- Efficient and able to work under pressure when required, able to multi-task and juggle a varied workload.
- Committed to equality, diversity and inclusion.
- Committed to the mission and values of Action Tutoring.
- Committed to promoting and safeguarding the welfare of children.



# Our benefits



## Hybrid working

We offer a **flexible** combination of office and home-based work. For those not based in London who can't access our **beautiful office**, you can visit a **co-working space** with your regional colleagues once a month.

## Holiday

25 days holiday a year (plus UK public holidays), increasing by a day for each complete year of service (up to three extra days). We provide an **additional three days pro rata of holiday in the period between Christmas and New Year**.

## Knowledge-sharing

Lots of opportunities to **learn** from others in the organisation, including policy briefings, shadowing colleagues and peer-to-peer development.

## Sabbatical leave

We offer **paid and unpaid sabbatical leaves** to our long standing colleagues.

## Proofreading support

As well as checking the accuracy of all content Action Tutoring shares with external audiences, our proofreading team **supports individuals** who would value an extra pair of eyes on their writing.

## Mental health focus

We have **trained mental health first aiders** and all team members and 5 of their friends and family have free access to Headspace and the Health Assured Scheme.

## Flexitime and TOIL

We have a flexible policy for working hours, and offer TOIL where staff have to work particularly early in the day or late in the evening, so that they can **reclaim those hours** at another time.

## Team away days

The whole team across the UK gets together two times a year. The days are filled with **knowledge-sharing** and skills development opportunities and also give a chance to catch up and socialise with colleagues through fun activities.

## Culture of celebrating

Regular **thanks and praise** and monthly recognition of 'heroes' to celebrate employees going above and beyond.

## Flexible Bank holidays

Exchange two public bank holidays with two **personally significant dates**.

## Ad hoc projects

Interested in other **exciting topics** relevant to our charity? Then join one of our working groups (including policy, diversity and inclusion, curriculum and training, socials, data and insights) and support with ongoing projects.





# Our awards



We are proud to be listed as one of the 100 best small companies to work for in 2022.

We received this award thanks to our commitment to mental health and culture of collabora-

As a disability confident committed employer, we are dedicated to proactively supporting people with disabilities and developing our understanding and procedures.



We have been acknowledged as a 'Rising Leader' by the Headspace for Work Mindful Workplace Awards.

We strive to incorporate mediation and gratitude into our work culture.

We have been certified by the Living Wage Foundation as an employer who pays all of our staff at least the living wage.



# ACTION TUTORING

[www.actiontutoring.org.uk](http://www.actiontutoring.org.uk)

[hello@actiontutoring.org.uk](mailto:hello@actiontutoring.org.uk)

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