

Job applicant information pack

Marketing and Partnerships Coordinator



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



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/



Our impact in 2021-22

30,855

sessions of
tutoring

6,159

pupils benefitted
from tutoring

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/



Marketing and Partnerships Coordinator

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. We are currently actively seeking to increase diversity within our team focusing on **ethnicity** and **age**.

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	Marketing Manager
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Salary	£26,705 per annum
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Contract and hours	Permanent, full-time. A full working week is 37.5 hours.
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Closing date	Sunday, 11th February 2024
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Interviews	W/c Monday 19th February 2024
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Start date	Ideally, Monday 4th March 2024
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Place of work	Ideally based in one of our midlands or northern hubs (Birmingham, Coventry, Merseyside, Newcastle, Nottingham or Sheffield).
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Home based with monthly office visits in one of our hubs and travel to external events, meetings and Action Tutoring regions would be required.

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.
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Employer and employee contribution to pension following successful probation period, in line with auto-enrolment pension requirements.

Further information about our benefits can be found on page 7.

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

To apply	Please submit here a completed application form. In the form you will be asked to reflect on the statements below
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- 1) Your experience networking and developing valuable relationships.
- 2) Evidence of strong written and verbal communications skills, including clear examples.
- 3) Your presenting/pitching experience, including clear examples.
- 4) Tell us about how our organisational values are in line with your values.

Applications that fail to meet these criteria will automatically be discounted. We want you to have every opportunity to shine and to show us your talents—please let us know if there is anything we can do to make sure the assessment process works for you.

Main purpose of the role

- **Ensure a strong supply of high-quality applications from your regions to meet growth and set targets through strategic local and national partnerships.**
- **Working closely with the Marketing Manager and the rest of the marketing team, you will support all aspects of volunteer recruitment in your designated regions and will have opportunities to be involved in marketing support more broadly.**
- **The role is varied with plenty of opportunities to engage with our volunteer network and community links. You will need strong verbal and written communication skills and be confident adapting your approach and persuading when required.**
- **This role will cultivate and develop fruitful volunteer partnerships with local universities, community volunteer centres and other organisations. Thinking creatively about increasing the quantity of student volunteers is essential.**
- **Raising our profile and brand awareness lies at the heart of our marketing and recruitment activities and you will play a key role in this.**
- **There is an expectation to develop data management and analytical skills to closely monitor the impact of volunteer recruitment activities over the short, medium and long term outlook.**

Duties and responsibilities

- **Work with the Marketing Manager to ensure the regular recruitment of high-quality volunteer tutors who meet Action Tutoring's criteria in your regions.**
- **Engage with universities in your region to build a wide base to attract student volunteers and ensure a sustainable pipeline, including: attending fairs, events, engaging with societies and relevant departments, networking and speaking opportunities to represent Action Tutoring.**
- **Lead on local 'on the ground' marketing for your designated region. Liaise regularly with your local programme team to identify specific geographical areas for volunteer recruitment and identify new marketing links to build and diversify Action Tutoring's pool of volunteers.**
- **Articulate the benefits and value of volunteering with Action Tutoring developing new communications documents and materials to assist this and attending events; supporting the profile raising of Action Tutoring wherever possible.**
- **Shared responsibility for managing Action Tutoring's online volunteer advertisements, ensuring copy is kept up-to-date and adverts are live.**
- **Liaise with local community hubs to encourage promotion of our volunteering, to include all potential volunteer profiles, including (but not exclusive to) students and retirees.**
- **Responsibility for developing partnerships with universities across your geographical remit, beyond Action Tutoring's existing regions, to promote online tutoring volunteer opportunities.**
- **Oversee our current placement provision for universities in your area, with shared responsibility for actively seeking new relevant placements through universities across the country: working closely with the relevant university contacts and students to ensure hours are being met, activities are being completed and reporting is in place.**
- **Generate regular reports and communicate updates to your university partners to demonstrate the value and impact of their student volunteers.**

- **Build relationships with other relevant organisations, including teacher training organisations, teaching providers and other charities to diversify Action Tutoring's pool of volunteers.**
- **Work with the current volunteer pool to identify student advocates for Action Tutoring in your area. Encourage them to promote through their universities, particularly to encourage word of mouth recommendation.**
- **On-going research and planning into new possibilities and leads for volunteer recruitment. This could include online research and networking.**
- **Maintain accurate records of recruitment channels and relationships; use data to analyse the effectiveness of different recruitment channels and events, using this information to inform future work.**
- **Produce weekly updates and monthly reports on the impact of various marketing activities on tutor application volumes in your area.**
- **Work with the Marketing Manager to manage marketing material stock, and manage requests from the marketing materials ordering form.**
- **Responsibility for managing Action Tutoring's pool of volunteer advocates in your designated area, facilitating quarterly gatherings and coordinating monthly updates.**
- **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:

- **Confident carrying out calls and engaging with people.**
- **Well-organised, able to prioritise and multitask.**
- **Able to work independently and use initiative in a range of situations.**
- **Able to maintain a positive approach to repeated tasks and processes, with a sustained high level of accuracy and commitment.**
- **Able to interact with a range of audiences and have outstanding verbal and written communication skills. The role involves regular communication with volunteer tutors and you will need to be able to adapt your communication style to different audiences, upholding Action Tutoring's high standards of professionalism in all interactions.**
- **Able to meet deadlines and undertake administration to a high standard.**
- **Enthusiastic and open to new ideas. Action Tutoring 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.**
- **Committed to equity, diversity and inclusion.**
- **Committed to the mission and values of Action Tutoring.**
- **Committed to promoting and safeguarding the welfare of children.**

You will be likely be more successful in this role if you have:

- **Experience of working with volunteers.**
- **Analytical skills.**
- **Sales, recruitment or marketing experience.**
- **Experience using databases (including Salesforce).**
- **Able to think creatively and generate content to effectively convey messages.**
- **Recruiting, or working with, celebrity ambassadors.**

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 collabo-

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

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