

Tutor Communications Officer

Title: Tutor Communications Officer

Hours: Full time

Place of work: Remote, anywhere in the UK. Occasional travel to London is required.

Department: Marketing and Communications

Reports to: Communications and Media Manager

Job Description

Main purpose of the job:

- The Tutor Communications Officer will work closely with the Communications and Media Manager to support all aspects of stakeholder communications and engagement at Action Tutoring. The role will require you to develop engaging and motivational content when communicating with our volunteer tutor network, schools and other stakeholders.
- The Tutor Communications Officer will develop their data management and analytical skills, when evaluating the impact of communications and maintaining subscriber data. They will also develop detailed knowledge of our e-communications software (Campaign Monitor) to create precise and engaging email campaigns with accurate segmentation of recipients.

Specific responsibilities relating to the role:

- Work with the Communications Manager and the Engagement Team to deliver engaging and impactful core and additional communications to recruit volunteer tutors onto programmes.
- Assist in developing newsletters for MarComms, policy, and fundraising campaigns, supporting efforts to grow audience engagement and motivate stakeholders towards our mission.

- Maintain our e-communications software and volunteer database to ensure data and mailing lists are clean and support the wider team to do the same. Ensure all data and email communications are kept GDPR compliant.
- Use the SMS and e-communications software (currently Value Text and Campaign Monitor), our central database (Salesforce), and google analytics to analyse data, improve processes and tailor our communications to audiences, with the aim of increasing the quantity of tutors and other stakeholders engaging with the charity for longer periods of time.
- Working with the wider team, support with the re-engagement of lapsed tutors and converting former tutors into broader supporters of the charity
- Respond to tutors' enquiries and feedback complaints as part of managing the communications' team inbox, whilst supporting the wider team to do the same.
- Through the activities above, cultivate positive relationships with tutors, helping to increase engagement and retention, and support others in the wider Action Tutoring team to do the same.
- Support the Communications and Media Manager to lead Action Tutoring's proofreading team, act as one of the charity's proofreaders, reviewing content produced by the team for errors and inconsistencies, supporting others in the team to replicate the Action Tutoring style.
- Work with the Communications and Media Manager and other communications officers 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.
- Manage all routine communications tasks and maintain continuity of communication workflows during any absences of other communications team members. Any other duties deemed reasonable by the Chief Executive Officer.

Other general responsibilities:

- Act as an ambassador for both the programme and AT in interactions with all external parties and respond to queries in a timely, polite and effective manner.
- Operate as a flexible team player and provide a high level of administrative and practical support as necessary to facilitate a 'one team' approach.

- To be aware of and comply with all policies and procedures at AT including Safeguarding and Health & Safety, reporting any concerns to an appropriate person.
- To provide a high level of customer care to anyone connected with AT.
- To be aware of and support diversity and equal opportunities for all, appreciating and supporting the role of other professionals.
- To contribute to the overall ethos, work and aims of AT.
- To attend and participate in meetings and events as required.
- To participate in training and other learning activities as required.
- To work as part of a team undertaking duties as required to ensure the smooth running of the team.
- To undertake all other duties commensurate with the level of the post as required, to ensure the efficient and effective running of AT.

The job holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the relevant AT Safeguarding and Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, they must report this in line with the Safeguarding policy.

Required competencies and skills:

Competencies	Technical skills	Soft skills
Communication and relationship-building	<ul style="list-style-type: none"> • Build strong professional relationships, including with volunteer tutors, funders, schools, service providers, partners or other supporters. • Articulate externally and internally Action Tutoring's mission and vision, model, and 	<ul style="list-style-type: none"> • Handle difficult conversations with external stakeholders effectively and know confidently how and when to escalate issues. • Begin to develop persuasion skills to articulate Action Tutoring's vision to a smaller audience.

	<p>approach to impact.</p> <ul style="list-style-type: none"> • Track interactions in communication channels and use appropriate IT systems to manage relationships. 	<ul style="list-style-type: none"> • Show sensitivity to diverse cultures, understand and respect different perspectives, foster inclusivity, and collaborate effectively with individuals from various backgrounds.
<p>Planning, solution-building, and adaptability</p>	<ul style="list-style-type: none"> • Employ strategies to manage weekly and monthly tasks independently, keep to deadlines and escalate capacity issues appropriately. • Manage programmes, projects or partnerships in a timely manner and ensure regular communications with all parties involved. • Build an understanding of Action Tutoring's operational cycle across the academic year. • Develop knowledge of Action Tutoring's safeguarding practices and their role within Action Tutoring's operational delivery and planning. 	<ul style="list-style-type: none"> • Adapt to change and be resilient to the sometimes unpredictable nature of work. • Suggest solutions to problems and alternative routes to achieve an improved result. • Demonstrate accountability by proactively reflecting on and addressing performance shortfalls. Take ownership of professional self-improvement and ask for support as needed. • Actively participate in an inclusive culture in all relationships.
<p>Impact, data and financial understanding</p>	<ul style="list-style-type: none"> • Develop knowledge of Action Tutoring's 'Theory of change' and its purpose. • Understand Action Tutoring's basic income and expenditure structure, including process for claiming, authorising and paying expenses. • Develop a knowledge of data governance and how it applies at Action Tutoring for data security and personal data protection. • Develop technical skills to use Salesforce and Action Tutoring's IT systems effectively and understand their role in the charity. • Manage and ensure timely and accurate data entry. 	<ul style="list-style-type: none"> • Understand and use appropriate evidence when communicating Action Tutoring's impact and model. • Understand the significance of data capture in shaping Action Tutoring's overall strategy and approach to impact measurement, including how this relates to DEI priorities.
<p>Leadership and people management</p>	<ul style="list-style-type: none"> • Understand the HR processes and procedures within the team and the wider organisation. • Develop an understanding of Action Tutoring's external environment and sector to understand how and why decisions are made. 	<ul style="list-style-type: none"> • Effectively lead (whether directly or indirectly) external stakeholders and colleagues by creating an energising, creative, and supportive environment, living out Action Tutoring's values. • Foster effective colleague and volunteer tutor relationships, contributing to an inclusive

		workplace that embraces and celebrates diversity of thought, background and experience.
--	--	---

Resources:

- To operate office equipment e.g. computers, printers and phones
- To use Microsoft packages as required to produce correspondence, spreadsheets and reports.
- To use any databases or IT systems that are specific to the individual programmes and AT as a whole.

I understand and agree to undertake the responsibilities outlined in the Job Description above in line with AT's values

Name in full:

Date:

Signature:

Our Values:

The team has together agreed a number of core values that reflect how we wish to operate. We believe these should be fundamental to how we operate in practice and ask that all staff reflect on the values and seek at all times to uphold them.



Collaborative

Partnerships with schools are at the heart of our model. We also regularly engage with our peer charities and organisations such as Teach First, Impetus and the Fair Education Alliance, to maintain a united force on tackling education inequality.



Reflective

In addition to our impact analysis, we regularly survey pupils, teachers and tutors to help inform improvements to the programme. We are hugely proud of our impact and the programme we offer but are always looking to make it even better.



Evidence based

We track the progress of our pupils through data collection from schools and our own baseline tests and interim assessments, to ensure our support is having an impact. Where appropriate we work with external evaluators to regularly assess our evidence.



High standards

We maintain professional standards through all of our interactions with partner schools and volunteer tutors and strive to achieve excellence in all we do.



Integrity

We share all pupil progress data with partner schools, even if the outcomes aren't as hoped, and make our evaluation reports widely available.



Aspirational

We develop our training and resources to support our pupils, tutors and staff to be the best they can be.