

Job applicant information pack

Tutor 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** right across England, 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.

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



High standards



Reflective



Evidence based



Aspirational



Integrity



Collaborative

Learn more about our values at: www.actiontutoring.org.uk/our-story/

Our impact in 2022-23

58,880

sessions of tutoring delivered

5,743

pupils benefitted from tutoring sessions

1,743

volunteer tutors supported our work

In the summer of 2023, the first year group since 2019 sat normal exams without special grading arrangements to account for lost learning during the pandemic. 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 twelve years. In 2023, just 44% of disadvantaged pupils met expected standards, compared to 66% of non-disadvantaged pupils in the primary phase of education.

Our analysis shows that primary pupils who were supported by Action Tutoring in 2022-23 for at least 10 sessions were more likely to achieve the expected standards than other disadvantaged pupils across the country — by 7 percentage points in reading and 14 percentage points in maths. In secondary schools, after attending at least 10 tutoring sessions, our pupils were nearly 13 percentage points more likely to pass maths GCSE than other disadvantaged pupils nationally.

For more information, head to: www.actiontutoring.org.uk/our-impact/



Tutor 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 £25,235 per annum plus London weighting of £2,271 per annum (if applicable)

Contract and hours Temporary 12-month full-time contract to cover sickness leave, or until the return of the postholder, whichever is earlier. We offer flexible hours with 9.30-4 as core hours. A full working week is 37.5 hours.

Closing date Wednesday 8th January 2025

Interviews Thursday 16th January 2025

Start date As soon as possible

Place of work This role is remote, with occasional travel to London. The candidate can be based anywhere in the UK.

Our London office address is: x+why Fivefields, 8-10 Grosvenor Gardens, London, SW1W 0DH

Benefits 25 days per year (an additional day of leave will be given for each year of service up to a maximum of five extra days) plus bank holidays and three days at Christmas.

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 8.

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.

How to apply

Please submit [here](#) a completed application form. In the form you will be asked to reflect on the statements below:

1. Please provide examples of when you have shown evidence of being a creative and effective communicator, able to adapt to different audiences and platforms to achieve an outcome.
2. Please provide examples of when you have shown the ability to 'spin different plates' simultaneously while working to high standards.
3. What experience do you have with data management and analysis? Please provide specific examples of how you've used data to improve communication strategies

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.

Please note, we do not accept CVs and cover letters. We only accept applications with the application form. We recognise that artificial intelligence (AI) such as 'ChatGPT' etc can be useful for applicants e.g. to shorten an initial draft and we are open to applicants utilising these tools in their application and in their roles. However, we would caution applicants not to rely too much on AI in drafting answers to application questions. We want to hear your authentic voice, and for the interview part in particular we will be looking for answers that use examples and experiences that are specific to you.



About the opportunity

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.

Comprehensive induction and training will be provided. Action Tutoring is committed to providing development opportunities for its staff and, as a growing charity, there are plenty of opportunities to take on new areas of responsibility.

Key responsibilities of the role

- Work with Communications and Engagement teams to create impactful communications that recruit new tutors, re-engage lapsed volunteers, and convert former tutors into long-term charity supporters.
- Maintain and analyse data across our e-communications platforms (ValueText, Campaign Monitor) and our volunteer database (Salesforce) to optimize audience targeting and engagement, while ensuring GDPR compliance and data cleanliness.
- Respond to tutors' enquiries and feedback complaints as part of managing the communications' team inbox, whilst supporting the wider team to do the same.
- Work with the Communications and Media Manager and other communications officer 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.

Person specification



Qualifications and experience criteria:

- 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, recipient data and proofread content effectively.
- Experience of design software such as Canva or Adobe Suite.
- Experience of using e-communications software (Campaign Monitor preferred).
- Experience using the CRM, Salesforce
- 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.

Please see the job description [here](#) to see more responsibilities and requirements of the role.

Our benefits

Hybrid working

We offer a **flexible** combination of office and home based working. 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 per month.

Holiday

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

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.

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.

Knowledge-sharing

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

Team away days

The whole team across the UK gets together **once 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

Choose to work on the Easter Bank Holidays and take days off whenever suits you best.

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.

Pension contribution

Action Tutoring contributes 4% to your pension.



Our awards



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



ACTION TUTORING | headspace

Headspace & Action Tutoring
healthier people, happier workplace



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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