

Contract Type:	Permanent
Hours:	37.5
Location:	Any Teach First Local Area office
DBS:	None
Level:	2
Salary:	£31,510 (roles based in London will also receive £3,000 London Weighting Allowance)

Copywriter and Storyteller

Purpose of the team:

The Content and Creative team sits within the Marketing and Communications Department. The team is responsible for the creation, development and delivery of digital and offline content and ideas. This ranges from delivery of the content for digital marketing campaigns, video production, copywriting, and creation of publications and creative assets. They manage the output and development of our digital channels - our website, social media and e-comms platform. They oversee and manage the charity's brand and creative output as well as training staff across the organisation to deliver great communications.

Purpose of the role:

The Copywriter and Storyteller position leads on two areas. You will collect engaging stories from across our work and our community to provide powerful content for our marketing materials. You are also responsible for implementation of our core messaging for each audience, brand narrative, tone of voice and writing style across all that we do. As copywriter you'll support colleagues across Marketing and Communication as well as the whole organisation to talk effectively about Teach First. You will maintain consistent standards and help build recognition of our work through the management of key resources and staff training. The role also leads on copywriting for certain key projects such as speechwriting for senior colleagues and crafting core messaging for our new products.

At this level you will:

- **Impact:** Responsible for enabling the implementation of our brand tone of voice and core messaging guidance by colleagues across the organisation.
- **Communication:** Manage relationships with teams across the organisation and individuals at various levels of seniority. Manage internal and external stakeholders, including key suppliers.
- **Innovation:** Lead on the development and implementation of guidance and training to support colleagues across the organisation to talk and write effectively about Teach First and their work.
- **Knowledge:** Expert in shaping effective online and offline communications for a wide range of audiences.

Your responsibilities will include:

- Working with other colleagues across the Engagement Directorate and across the broader organisation, lead on the identification, collection and curating of powerful stories to demonstrate our impact and attract leads, schools and funders to support our work.
- Providing creative copywriting support to colleagues across Teach First. This will cover all areas of activity including policy, marketing, fundraising and internal communications, and

producing a wide range of material, including website and social media content, reports, articles, case studies and speeches.

- Developing and delivering effective training packages and resources to support the upskilling of colleagues and enable improvements in copywriting and storytelling skills across the charity.
- Working with the Creative Services and Brand Manager and colleagues to embed the Teach First core messaging and brand narrative across the charity, developing engaging content for all our audiences and supporting colleagues to develop content and key messages promoting what they do whilst building recognition of the Teach First brand.
- Working with the Creative Services and Brand Manager and colleagues to embed brand tone of voice guidance for employees and external agencies, which enables the consistent implementation of our brand across all audiences and channels. Manage the Teach First house style guide, conducting regular reviews and ensuring it is properly and effectively used across the charity through providing support and advice to colleagues.
- Managing relationships with external agencies ensuring they understand the Teach First brand tone of voice and sourcing new suppliers as required.
- Acting as a brand champion, ensuring colleagues across the organisation feel equipped and empowered to speak about our work and our cause and use this insight to feed into our broader brand development work.

The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business need. As part of the role you may be required to travel to other UK locations from time to time. You will also be required to attend away days/retreats and the annual "Offsite" event which is mandatory for all employees.

Person Specification

Essential skills and experience:

- **Communications and influencing:**
 - Exceptional level of copywriting skills. Proven ability to write compelling copy for a wide range of audiences.
 - Experience of implementing a brand tone of voice across a wide range of communications.
- **Changing and developing others:**
 - Ability to support the development of colleagues to improve their copywriting skills.
 - Experience of leading and supporting a team in the implementation of tone of voice and core messaging guidance.
- **Communicating and influencing:**
 - Proven ability to develop and deliver training to colleagues to help them talk confidently about the work of the charity.
- **Communications and media:**
 - Proven ability to develop core messaging for areas of work which enable engagement with a range of audiences.

Desirable skills and experience:

- **Campaigns and marketing:**
 - Ability to devise messages for campaigns which will engage key audiences and enable the achievement of our goals.
- **Knowing the market:**
 - Aware of external trends, best practice and new developments to ensure our online and offline communications are cost effective and have maximum impact.

All our employees are expected to model our values and help others to do so.

Benefits

Teach First's core benefits include 27 days holiday per annum (3 of which must be taken during the one week holiday shutdown period between Christmas Day and New Year's Day), participation in the pension scheme via Salary Exchange (with an employer contribution of up to 6%), life assurance, income protection and private healthcare. Through our flexible benefits platform access to childcare vouchers, interest free travel season ticket loan, subsidised dental membership, health screening, discounted gym membership, travel insurance, GAYE and the option to buy/sell annual

How to apply

To apply for a vacancy at Teach First you are required to complete an online application form. Please have your CV and covering letter ready to upload. If you are an internal candidate, please apply via your HR Self Service menu after informing your line manager of your interest.

Next steps

We aim to provide feedback to all applications within 10 working days from the closing date. For this role first round interviews will take place on 21st and 22nd January 2019.