



action 
tutoring

Job applicant

information pack

Media and PR Manager

About us

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

Unfortunately 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 but because they have less access to the tools to support them to 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, limiting their future opportunities. We currently work in partnership with schools, in eight regions across the UK, to deliver weekly tutoring, in English or maths, to those pupils who need it the 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 following six core values underpin what we do and how we seek to do it.



Our impact (2020-21)

31,763

sessions of tutoring delivered

5,528

pupils benefitted from tutoring sessions

2,749

volunteer tutors supported our work

In 2019-20, Action Tutoring was able to deliver tutoring for six months up to when the pandemic struck and schools were forced to close in March.

During the time of delivery, pupils made an average of +12% progress from their initial assessment, sat at the start of their programme, to their progress assessment in February.

Even before the crisis, disadvantaged pupils were, on average, already 18 months behind their non-disadvantaged peers by the end of secondary school. Projections suggest school closures will widen this gap, reversing all progress made to narrow it since 2011. Studies suggest it could widen by as much as 75%.

Please see our latest Impact Report for more information: actiontutoring.org.uk/our-impact/

Media and PR Manager

As a charity that values and celebrates people's diversity and champions opportunities for all young people, we are keen to receive applications from people who have experienced disadvantage and from those who are of Black, Asian and Minority Ethnic communities who are currently underrepresented in our organisation.

If you are dedicated to ensuring young people from all backgrounds reach a meaningful level of academic attainment and are passionate about bringing about this change, please apply today or get in touch for more information.

Job title:	Media and PR Manager
Reports to:	Director of Marketing and Communications
Place of work:	London office: The Dock, Tobacco Quay, Wapping Lane, E1W 2SF. The role will require regular presence in London; however we are open to appointing candidates based outside of London and ideally in one of our regions.
Salary:	£26,000 - £27,500 pro rata depending on experience + £2,000 London weighting if applicable.
Contract and hours:	Fixed term contract until the 31st August 2022. 22.5 hours. We are open to flexible working arrangements. 25 days per annum pro rata plus bank holidays.
Benefits:	Employer and employee contribution to pension following successful probation period, in line with auto-enrolment pension requirements.
Start date:	February 2022
To apply:	Please submit here a CV and outline in a letter (max 1 page A4): <ol style="list-style-type: none">1. Your experience working collaboratively and maintaining relationships with internal and external stakeholders.2. Your ability to remain resilient and think creatively to find a solution or achieve a goal.3. Your strong written and verbal communications skills, including clear examples of past experiences.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.
Closing date and interviews:	Tuesday, 4th January at 5pm. Interviews w/c 10th January 2022.
Further information:	Please visit www.actiontutoring.org.uk Or email: hello@actiontutoring.org.uk
DBS requirement:	All Action Tutoring staff must have an enhanced DBS check suitable for Child Workforce. If you don't already hold one, we will process one for you. Should you be aware of any incidents, cautions or convictions that would appear on your DBS check, you should notify us with your application.

About the opportunity:

We are seeking a natural leader and team player to join our ambitious and friendly team. We're looking for someone who knows how to light up Action Tutoring, can leverage media opportunities to attract new tutors and schools, and is goal-oriented and highly self-aware with excellent empathy skills. Could you be the person who knows how to bring Action Tutoring to the next level to build our profile?

We are looking for someone with a genuine passion for our mission and commitment to our values who wants to communicate our message to a wide audience. You will have exceptional communication skills and be persistent in seeking out opportunities to share the work that Action Tutoring is doing, willing and able to work creatively and collaboratively to achieve ambitious targets.

Externally, you will engage media interest through creative ideas and maintain relationships with journalists and other key partners that can help promote our content, leveraging these relationships for future use. Internally, you will work closely with the programme team and communications team to develop case studies and other content, and with the marketing and partnerships teams to help raise awareness of our work. You will report to and work alongside the senior management team to ensure that wider strategic objectives are met.

This year Action Tutoring has continued to extend its reach; the National Tutoring Programme has provided access to additional funding to reach new schools and more pupils. This growth has also been enabled by the development of our online tutoring programme model. We are seeking new skills to help us make the most of these opportunities, attracting new tutors and schools to work with us. The role would suit a motivated, dynamic individual with excellent communication skills who is excited to promote Action Tutoring's work and build our profile.

Duties and responsibilities

- Raise awareness of Action Tutoring, generating an increase in volunteer applications, donations, fundraising and school enquiries through media features and PR activity.
- Create a media calendar with dates of key report releases and Action Tutoring events, using these to generate external interest.
- Work collaboratively with the communications and partnerships teams plus the programme team to develop content, including case studies about the people that we work with.
- Plan and pitch in to warm journalists for comment on report releases, key government/policy announcements and respond to reactive enquiries, with a particular focus on national radio and broadsheets in addition to local media.
- Prepare press releases and pitch in to journalists for key Action Tutoring achievements, good news stories and events.
- Perpetuate a database of warm journalist leads, sustain relationships and track Action Tutoring coverage.
- Identify and cultivate new journalist relationships, particularly in geographical areas of need for the charity, through Twitter, Ask Charity and other contacts.
- Generate together with the communications team case studies for media requests, particularly headteachers and volunteers.
- Work with the Partnerships and Fundraising Manager to collaborate with corporate partners and peer charities to produce joint releases to promote the work of the charity.
- Research potential radio and podcast advertising opportunities and develop content to maximise them.
- Research the potential of corporate and university press to generate coverage to attract volunteers from these groups.
- Generate crisis response/media response plans and statements.
- Support with event planning, particularly for the charity's 10 year anniversary, and securing media coverage for key events.

Person specification

Qualifications criteria:

- Undergraduate degree or equivalent experience in PR, media or communications.
- Right to work in the UK.

We are seeking applications from individuals who are:

- At least two years experience in a PR, media or communications role.
- **Outstanding communication and people skills**; strong written skills. Able to create and deliver impactful written content to motivate positive responses.
- **Ability to think creatively and collaboratively** to generate new ideas and achieve ambitious targets.
- **Highly organised, able to multi-task and prioritise** and complete work to a high standard and **high attention to detail**; excellent **time management** skills.
- **Experience managing stakeholders** (internal and external) and **building and leveraging relationships** for professional purposes and to achieve targets.
- Able to **work independently and use initiative** in a range of situations to spot new opportunities and remain **resilient and persistent in the face of challenge**.
- **High computer literacy**; familiar with Microsoft Word, Excel, PowerPoint and have experience using databases.
- **Open to new ideas, able to suggest improvements and take ownership**.
- **Adaptable and open to learning**. Action Tutoring is constantly changing. You will need to be willing to adapt and to grow and develop with the organisation.
- 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 working.

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).

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 three 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.

Pensions

We have a workplace pension scheme with a 3% employer contribution.

Culture of celebrating

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

Knowledge-sharing

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

Socials

Team socials around team days, regular bring-and-share team lunches and other activities.

Proofreading Team

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.

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.

action tutoring

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