



BRADFORD

BIRTH TO 19

Content and Communications Coordinator

St Edmund's Nursery School, Washington Street,
Bradford, BD8 9QW

Job Title Content and Communications Coordinator

Start Date Jan 2023, negotiable

Company Bradford Birth to 19

Location St Edmund's Nursery School,
Washington Street,
Bradford,
BD8 9QW

We currently support a mixture of office and home-based working. We are happy to consider requests for the post-holder to be home-based, but with regular days in Bradford.

Annual Salary £22,000 – £25,000 depending on experience

Bradford Birth to 19 is



50 Things To Do Before You're Five



50 Things To Do Primary



Bradford Birth to 19's Institute for the Early Years



Bradford Birth to 19 SCITT



Bradford Birth to 19 Evidence Informed Practice

Who we are

Founded on the principles of social enterprise, Bradford Birth to 19 is committed to driving forward social mobility, from the first days of a child's life. For us, that means working in partnership with agencies and families, to provide place-based, whole-child offers which help children and young people to achieve their potential, and lead successful, healthy lives.

Bradford Birth to 19 is a relatively new, growing organisation which is making a significant contribution to learning and health outcomes for children and young people in Bradford and West Yorkshire. Founded in 2013, and growing from an outstanding school, Bradford Birth to 19 now has a national profile, with impact being seen across the UK.

Bradford Birth to 19's offer

- ✓ Our 50 Things initiative helps Local Authorities, Multi Academy Trusts and health agencies to improve their support for parents and children from birth to 11.
- ✓ Our Institute for the Early Years provides professional development and quality improvement support for schools and Early Years settings, local authorities and health services, focused on children aged from birth to five years old. This includes our Stronger Practice Hub offer for the DfE
- ✓ The Bradford Birth to 19 SCITT supports graduates wanting to gain qualified teacher status in the primary and secondary age-phases, and schools wanting to recruit high-quality teachers.
- ✓ Bradford Birth to 19 Evidence Informed Practice provides a range of professional learning offers for schools, and wider agencies. Covering the primary (4-11) and secondary (11-19) age phases, we provide support for school leaders, teachers, and other school staff.

The Job

Lead on the delivery of strategic marketing and communications campaigns, working across all marketing channels, including digital, print, TV and others and provide BB19-wide event support to meet user development objectives.

Local and national reach

Locally, Bradford Birth to 19 works with schools, Early Years settings, universities, health, the charity sector, and local & national government partners with the aim of making Bradford a better place to grow up. While much of our work is with schools and settings, we also work with parents, the voluntary sector, health and community groups to support a range of community regeneration initiatives across the district.

We work collaboratively with over 200 nursery, primary, special and secondary schools, private and voluntary early years providers and charities in the local district. Locally, we are held up as a model of outstanding leadership within the Early Years and in parent partnership. We have a strong record of success in Initial Teacher Training, through our Bradford Birth to 19 SCITT. We were a significant partner for Department for Education through the Bradford Opportunity Area, supporting a five-year initiative to improve social mobility in Bradford. This is being sustained through The Alliance for Life Chances, from September 2022.

While the majority of our work is in the Bradford and West Yorkshire area, we are now increasingly working on a regional and national scale, with developing international interest in our work.

50 Things reaches out to well in excess of 500,000 children across England, as detailed on our national 50 Things website. 50 Things seeks to help every child reach important developmental, health, learning, and wellbeing milestones, by providing 50 low or no-cost ideas for play to parents and others who care for them. 50 Things is now being rolled out in 20 Local Authority areas across the UK - each locality has its own local 50 Things offer.

To find out about 50 Things:

- ✓ See our national website [here](#). Our Bradford 50 Things website [here](#)
- ✓ Download the 50 Things app on [Android](#) or [iPhone](#)
- ✓ Follow us on [Twitter](#) Instagram or on [Facebook](#)

Our new **Early Years Stronger Practice Hub** is part of the DfE's early years education COVID recovery support. With the aim of sharing and improving practice in early years provision by bringing all types of Early Years providers, from the Yorkshire and Humber region, together. We will be signposting, developing and delivering training opportunities through virtually and face to face events.

Main Duties & Objectives

As part of the team which leads on marketing and communications across our full range of work, your main duties will include:

- Contribution to the overall development of BB19s marketing strategy including planning and implementing a comprehensive plan of marketing and communications activities
- Collaborating across all projects and activities to identify opportunities to tell stories and create engaging content that is in line with our brand
- Leading on the creation of content for the varied work-streams on Bradford Birth to 19
- Preparing and editing organisational publications, including newsletters and reports, for both internal and external audiences
- Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Assisting with the development of marketing and communications campaigns and collateral
- Assisting with the production of long and short form video content production where needed
- Maintaining the BB19, Stronger Practice Hub and 50Things presence on third-party websites, ensuring programme and activity listings are up to date and competitive.
- Monitoring all social media channels, reporting on trends, key followers, sharing relevant third-party content, social listening and general account administration
- Working in partnership with Business Development Lead, to conduct data analysis of the performance of digital content across multiple channels in order to apply learnings to ensure engagement is maximised
- Monitoring and responding to online reviews on key forums, e.g. Facebook, Google, and play an active role in reporting key themes to members of the SLT
- As a part of a relatively small but growing core team, being able to turn your hand to many things – we support each other. Each of us has the opportunity to take on roles and lead work that interests us or makes good use of our particular talents.

Benefits and Outcomes

Working with us is unique! We are a supportive, values-driven organisation. We are small enough to be able to innovate quickly, and to ensure all who work with us are valued and nurtured; and large and successful enough to have influence with and be supported by local and national decision-makers.

The posts we are advertising are as a result of sustained growth, and will be new additions to a growing team.

We are a values-led organisation, supporting the local economy, and we expect all our staff to support our belief that children and young people should be at the centre of everything we do. This means a commitment to community cohesion and social mobility for all.

We are looking for a highly flexible, hard-working team player who is ready to learn with us, in a supportive, friendly and optimistic team. This post would suit someone who would be interested in developing a career within the charitable sector or within the public sector. You are likely to have had some experience of working with, or for, a charity, or in a community, school, health, or training setting and want a job which will combine the dynamism of partnership development, with the social value of working in the education, health and care sector.

A willingness to attend occasional conferences and meetings away from the area (with full expenses provided) is required, as is the ability to work occasional evenings and single weekend days, when time of in lieu will be given.

Person Specification

Qualifications

- Graduate, ideally 2:1 or higher or equivalent professional learning and experience

Skills

- Very good written and verbal communication skills
- Very good administrative skills
- Good IT skills
- Ability to work well in a team
- Demonstrable ability to complete work to a high standard, delivered on time
- An eye for detail, including in publicity materials, and written text
- Assured and personable character and phone manner

Experience

- Experience of working in marketing & communications, content creation or another relevant sector organisation
- Some experience of working with or for a community setting, school or care setting, or within or for a charity or the voluntary sector
- Experience of project or task leadership

Knowledge, understanding and disposition

- Understanding of the core principles of successful social media campaigns, website development, including content creation
- An understanding of the structures and working practices within Local Authority, health or education sectors is desirable
- A passion for making a difference to the lives of all children and families, but particularly those facing social and economic disadvantage

Satisfactory DBS clearance

Duration: 12 months in the first instance, but with the expectation of extending into a permanent contract for the right person, and continuing funding

Closing Date: 11am Friday 6th January 2023

Interview Dates: Wednesday 11th and Thursday 12th January 2023

Want to find out more about us before you apply?

Christian Bunting, Bradford Birth to 19s Director and **Rebecca Oberg**, Head of Partnerships would be available via zoom on Tuesday 20th December at 4pm or 7pm

To book a place on this please contact abigail.traynor@stedmundsbradford.org.uk

Application Instructions

Apply by sending a CV and professionally laid out covering letter to Abi Traynor, email details above.

When uploading your CV and letter, please make sure you title your document with your name only. We require 1 document – your CV, followed in the same document by your covering letter.

Please ensure you demonstrate in your covering letter and CV how you match every area of the person specification, and tell us how your experience, knowledge and skills will help us grow and succeed.

Eligibility

You must be eligible to work in the UK for the duration of your employment. Information is available at <http://www.ukba.homeoffice.gov.uk/>

Support for applicants with disabilities, impairments or health conditions:

We want to make sure that all candidates have equal access to our recruitment and selection procedures. If you have a disability, impairment or long-term health condition that may affect your ability to submit an application, or if you need any adjustments to be able to attend an interview, take part in the selection process or to carry out the job you are applying for, please contact andrea.layzell@stedmundsbradford.org.uk This will enable us to make any reasonable adjustments. Any information provided will not inform any part of the recruitment and selection process.

