

# Campaigns & Content Marketing Lead



## Introduction to Bradford Birth to 19

### Who We Are

Founded on the principles of social enterprise, **Bradford Birth to 19** is committed to driving forward social mobility from the earliest days of a child's life. We work in partnership with agencies and families to provide place-based, whole-child support that helps children and young people achieve their potential and lead successful, healthy lives.

Since our founding in 2013, we have grown from an outstanding school to an organisation making a significant contribution to learning and health outcomes for children and young people across Bradford, West Yorkshire, and beyond. We now have a national profile, with our impact being recognised throughout the UK.

We work collaboratively with over 500 nursery, primary, special and secondary schools, private and voluntary early years providers, and charities. Locally, we are recognised as a model of outstanding leadership in early years and parent partnership, while our influence extends regionally and nationally.

### Our Organisation is Made Up Of:



### Institute for the Early Years

Our Institute provides professional development and quality improvement support for schools, early years settings, local authorities and health services, focused on children from birth to five years old. This includes our role as the Early Years Stronger Practice Hub for West and South Yorkshire, delivered on behalf of the Department for Education.



### **50 Things to Do Before You're Five**

50 Things reaches over 650,000 children across England, helping every child reach important developmental, health, learning and wellbeing milestones. We provide 50 low or no-cost ideas for play to parents and carers, now rolled out in over 23 Local Authority areas across the UK.



### **St Edmund's Early Years Stronger Practice Hub**

A cornerstone of the DfE's offer to the early years sector, our Hub brings together all types of early years providers from the Yorkshire and Humber region. We signpost, develop and deliver training opportunities through virtual and face-to-face events, sharing and improving practice across the sector.



### **Bradford Birth to 19 SCITT**

Our School Centre for Initial Teacher Training provides professional learning courses leading to Qualified Teacher Status for around 100 postgraduate students each year. Judged 'Good' by Ofsted, we offer training routes for early years, primary and secondary age phase teachers. Over the past decade, we have supported almost 1,000 people to become teachers.



### **Birth to 19 Apprenticeship Academy**

Founded in September 2024, our Academy provides apprenticeships for childminders, schools and private nurseries. We offer early years apprenticeships at Levels 2 & 3, teaching assistant apprenticeships at Levels 3 and 5, and teacher apprenticeships at Level 6.

### **Job Description**

**Job title:** Campaigns & Content Marketing Lead

**Contract type:** Full-time, permanent

**Team:** Marketing & Communications

**Reports to:** Marketing and Communications Manager

**Location:** Hybrid – Bradford office + home working

**Salary:** £29,064 – £33,699 per annum (depending on experience)

**Grade:** Band 7 – Band 8

## **Role Purpose**

To lead the development of high-quality, strategic content that supports Bradford Birth to 19's local and national campaigns. This role ensures that campaign messaging, stakeholder communications and thought leadership content are clear, compelling, evidence-informed and aligned to Birth to 19's positioning as a national leader in early years and education improvement.

This is not a purely a writing role, it is a campaign-focused content marketing position requiring strong narrative development, campaign management skills, audience awareness and policy/context sensitivity.

## **Key Responsibilities**

### **Campaign & Strategic Content**

- Lead on written content for major campaigns (e.g. Small steps, big futures, 50 Things to Do Before You're Five, Less Screen Time)
- Write blogs, case studies, campaign toolkits, reports and long-form pieces • Translate complex education, early years and policy content into accessible communications
- Develop messaging frameworks and key narratives across workstreams • Support with strategic campaign planning, execution and measurement • Create monthly practitioner-facing and parent-facing blog content for 50 Things to Do and Early Years Stronger Practice Hub
- Develop Family Hub Newsletter content working with partner organisations

### **Stakeholder & Sector Communications**

- Produce content aimed at Local Authorities, education leaders and partners • Support thought leadership positioning through articles, opinion pieces and case studies • Work with programme leads to identify stories, impact evidence and practice examples • Write press releases and manage media contacts for campaigns
- Produce case studies working with programme leads across all workstreams (50 Things, SCITT, Apprenticeship Academy, Early Years Stronger Practice Hub)

### **Thought Leadership & Sector Engagement**

- Monitor sector news and trends to identify commentary opportunities • Lead LinkedIn thought leadership content and news commentary
- Work with senior leadership to position Bradford Birth to 19 as a sector expert

## **Email & Owned Channels**

- Write and oversee email marketing content for campaigns and stakeholder audiences • Ensure consistency in tone of voice and positioning across all platforms

## **Editorial Standards**

- Act as a guardian of messaging quality and narrative clarity
- Proofread and edit content across the team when required
- Maintain consistency in tone, voice and strategic positioning

## **Event & Campaign Support**

From time to time you will be required to support our online and in-person events.

- Support preparation and delivery of marketing events
- Prepare materials, giveaways and resources for events and campaigns • Provide on-the-day support at events (including occasional weekend work)

## **Skills & Experience**

### **Essential**

- Degree or equivalent in professional marketing or communications • Experience in a content marketing, campaign planning and communications or similar role (3–4+ years)
- Strong long-form and short-form writing skills, e.g. blogs, case studies, social media content
- Experience translating complex or technical topics into engaging content • Understanding of audience segmentation and messaging
- Experience working on campaigns rather than ad-hoc content
- Experience writing press releases and managing media relationships • Excellent editing and proofreading skills
- Strong campaign and project management skills
- Strong research and analytical skills
- Ability to work collaboratively across teams as well as independently • Excellent time management and ability to meet deadlines
- Strong verbal communication and presentation skills
- Experience developing messaging frameworks
- Knowledge of brand tone, voice and style guidelines
- Proactive and positive problem solver, self-starter and finisher
- A passion for making a difference to the lives of all children and families, but particularly those facing social and economic disadvantage

### **Desirable**

- Experience in public sector, education, health or social impact communications • Understanding of policy-aware communications

- Experience contributing to toolkits, reports or professional resources
- Experience with content management systems and digital communication tools

## About You

You should be an experienced campaigns and content professional with a proven ability to craft compelling narratives and translate complex topics into engaging communications. If you're strategic, creative, and passionate about using storytelling to drive social impact, we'd love to hear from you.

## Working with Us

Working with Bradford Birth to 19 is unique. We are a supportive, values-driven organisation, small enough to innovate quickly and ensure everyone is valued and nurtured, yet large and successful enough to have influence with local and national decision-makers.

We want all staff to share 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, particularly those facing social and economic disadvantage.

You should be comfortable working in an evolving and rapidly changing environment. If you're innovative, curious, and not afraid of a challenge, we'd love to hear from you. This role would suit someone interested in developing a career within the charitable or public sector.

## Benefits

- 29 days annual leave per year, plus bank holidays
- Training and development opportunities
- Staff pension scheme
- Wellbeing scheme
- Subsidised lunches
- Access to Blue Light card

## Application Instructions

Please email [abigail.traynor@stedmundsbradford.org.uk](mailto:abigail.traynor@stedmundsbradford.org.uk) to request an application form then send us:

- Completed application form
- Copy of your CV
- Covering letter (optional)

Please ensure you demonstrate how you match every area of the person specification, and tell us how your experience, knowledge and skills align to the role and the organisation.

Please title each document with your name and application submission date and send your completed application to: [abigail.traynor@stedmundsbradford.org.uk](mailto:abigail.traynor@stedmundsbradford.org.uk)

**Closing Date:** 27<sup>th</sup> March 2026

## **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/>

## **Equal Opportunities**

We are committed to ensuring 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 attend an interview, participate in the selection process, or carry out the job, please email: [abigail.traynor@stedmundsbradford.org.uk](mailto:abigail.traynor@stedmundsbradford.org.uk)

This will enable us to make reasonable adjustments to support you. Any information provided will be treated confidentially and will not inform any part of the recruitment and selection process.