



Skills Builder
PARTNERSHIP



Communications Associate Briefing Pack

Introduction from Tom Ravenscroft, Founder & CEO

Hello!

I am really excited to be seeking the newest additions to our outstanding team and want to thank you for your interest in the Skills Builder Partnership.

The Skills Builder Partnership has been growing now for a decade. Along the way, we've grown our work from a single classroom to a global approach linking up education, impact interventions and businesses, working with over 170,000 children and young people in the last year alone.

Where it began

Teaching business studies to Year 10 pupils in Hackney more than a decade ago, I saw that there is something fundamental missing in education. I was worried that my students struggled to listen to one another and articulate their ideas. It didn't seem sustainable that I worried more about their coursework and deadlines than they did – or that the expectation was I would organise them. And what about creativity, or the ability to problem-solve?

This sense was what led me, eleven years ago, to work with a team of other teachers to set up the Skills Builder Partnership (previously called Enabling Enterprise). We knew that building students' knowledge and understanding of the world was essential. But we also felt that it was not enough.

Where we are going

We are scaling a movement, the Skills Builder Partnership, which mobilises schools, employers and impact organisations behind a common mission to build essential skills for every student. The Partnership is gaining ever-more momentum, with the backing of organisations like the CBI, the Careers & Enterprise Company, the National Citizens Service and more than 100 other leading organisations.

To achieve system change, individuals must have the opportunity to build essential skills in a cohesive and meaningful way no matter whether they are in education, participating in a social impact intervention or in employment. That's why in addition to working with schools and colleges, social impact organisations and employers partner with us to embed a common approach and language. Impact organisations like Harlequins Foundation and the National Literacy Trust partner to embed the Universal Framework into their programmes, while businesses like Network Rail and KPMG are giving employees the opportunity to build essential skills with our support.

Who we are looking for

In this role, you will support the growth and impact of the partnership by shaping our communications. You will write our external copy and co-ordinate multi-channel content and events across the partnership and beyond. You will play a key role in achieving system change, harnessing the collective impact of the partnership by creating and sharing the right content at the right time.

This opportunity could suit a highly capable individual looking to start their career, or someone with a couple of years' experience, who wants to take ownership of their work, help build a high-quality communications function and have a real impact.

Thanks again for your interest in this role.



Communications Associate

London or remote-working across the UK

Are you an ambitious communicator, who wants to have a real impact by achieving systemic change in education?

The Skills Builder Partnership is an award-winning social enterprise and Top 100 Employer. Our mission is to ensure that one day, everyone builds the essential skills to succeed – beyond just a set of qualifications.

We are leading the Skills Builder Partnership, which includes over 450 schools and colleges, 130 skills-building organisations and 100 top employers including leading international companies.

Our approach is scaling rapidly as we work towards system change, with backing from sector leading organisations including the CBI and the Careers & Enterprise Company. More than 75% of secondary schools and colleges now have a touchpoint with the Skills Builder approach – and our reach is rapidly growing in other settings too.

To deliver against our mission, we are looking for self-starters with a collaborative, entrepreneurial approach; comfortable influencing stakeholders to make positive change, and with a passion for social impact.

This role will be a fantastic opportunity to learn and grow in a supportive and fun environment. You will help drive the scale and impact of the Partnership by shaping our communications. You will write our external copy and co-ordinate multi-channel content and events across the partnership and beyond. You will play a key role in achieving system change, harnessing the collective impact of the partnership by creating and sharing the right content at the right time.

You will be able to write persuasively and collaborate with partners to create outstanding content. You'll be a fast learner, able to adopt and build on our voice and messaging. To deliver on this, you'll be highly organised, managing varied workflows to hit deadlines.

If you want to build your career and benefit from working with an inspiring team, with huge potential for learning, growth and development, we want to hear from you.

What it's like working for Skills Builder – quotes from our Team Survey:

I'm proud to work for Skills Builder, the impact we have and am privileged to be able to work with such brilliant colleagues.

It's always an absolute delight for me to work with just about any member of the team.

My line manager has been brilliant in making sure that our one-to-one sessions are mainly about me and my professional development. This has made me feel even more valued than I already feel as part of the company as a whole.

I'm excited about the new 3-year strategy and the opportunities this will bring to the organisation and to personal development.



Key Responsibilities

1) Regular Partnership communications

- Delivering daily content across social media channels by following and tracking our partners' social media outputs as well as collaborating with teams internally for content.
- Keeping track of and announcing new members of the Partnership through different channels.
- Liaising with partners on higher-profile partnership announcements, for example press releases.
- Writing and sending regular newsletters, maintaining circulation lists for the different segments.

(2) External communications and public relations

- Monitoring opportunities for Skills Builder to contribute partners' content in relevant publications or channels.
- Engaging with topical issues through the press and building external relationships to place thought pieces and articles.
- Supporting marketing across channels as well as internal priorities like recruitment.

(3) Production of reports and content

- Supporting with the writing and production of reports and guides across the Partnership, including the annual Impact Report and supporting the Essential Skills Index.
- Leading on communications campaigns for launches of new guides and resources that are to be shared publicly.

(4) Running events

- Working with internal teams to manage a calendar of engaging events over the year including successfully delivering those events.

(5) Coordination and Analytics

- Establishing and maintaining a central communications calendar for Skills Builder Partnership, coordinating events and communication plans across all streams of our work.
- Tracking our communications metrics, analysing their impact, drawing insights and iterating improvements.

(6) Website development and maintenance

- Maintaining content on the website pages and leading on writing copy for new pages.

- Working with teams to update the website with resources, guides, case studies, cluster information and new partners.

Technical Skills and Experience

- You are able to write clearly, accurately and compellingly.

Essential Skills



The Communications Associate's writing is key to leveraging change. You will speak adaptively by changing your content depending on the response of listeners. You will speak influentially by changing the structure of your points, the examples and facts you use, as well as by articulating a compelling vision that persuades listeners.



Creating and sourcing content will require creativity. You will generate ideas by combining different concepts. You will develop ideas by considering different perspectives and innovate effectively by seeking out varied experiences and stimuli.



Understanding what our partners and team are trying to achieve is vital for this role. You will listen critically and look beyond the way speakers speak or act to objectively evaluate different perspectives.



Creating adaptive, impactful content for a range of audiences will require sound problem solving. You will create solutions for complex problems by evaluating the positive and negative effects of a range of options.



This role requires the management of a full and varied workload, and you need to be someone who gets stuff done – on time, and to exacting standards. You will develop long-term strategies, using regular milestones to keep on track, including feedback loops to support flexibility and adaptability.



This role requires strong collaboration to achieve our strategic objectives. You will influence the team by reflecting on progress and suggesting improvements.



The Communications Associate needs to lead communication work across our team and with partners. You will be able to manage group discussions to reach shared decisions.

Benefits

Salary: £26,000 - £30,000, subject to review in 12 months

Start Date: as soon as possible

Working hours: Flexible but ideally 40 hours per week (although occasional early starts and evening work will be needed)

Holidays: 25 days per year, plus bank holidays and potential to buy up to 5 days extra

Contract length: Permanent

Location: The role will either be based out of our London or will be remote. It may involve occasional travel. We support agile working and our default for London-based staff is two to three days in the office each week.

How to apply

Applications should be made via our [online form](#) - on completion of the online application please also send your CV and at least 3 examples of your output / written work by email to jobs@skillsbuilder.org. This portfolio should demonstrate the quality of your writing and output. This round of applications ends at **9am on 13th October 2021** with interviews taking place on **weeks commencing 18th and 25th October**.

Applicants are encouraged to explore our work at www.skillsbuilder.org before applying.



Skills Builder Partnership is a Top 100 Employer. We champion equal opportunities, and actively encourage applications from all qualified individuals.

Our recruitment process is designed to give you a sense of what this role as part of the Skills Builder team would be like. We follow best practice of blind-scoring applications and use the [Skills Builder Universal Framework](#) when assessing candidates' essential skills.