



GATSBY EDUCATION

AGENCY PROJECTS MANAGER

CANDIDATE PACK





## OVERVIEW

In 1967 David Sainsbury wrote out a cheque for five pounds to establish the Gatsby Charitable Foundation. Lord Sainsbury has since given Gatsby more than £1 billion to distribute to charitable causes in fields he is passionate about, including neuroscience, plant science, development in East Africa and public policy. More information can be found at [www.gatsby.org.uk](http://www.gatsby.org.uk).

Gatsby established a small team focused on education policy in England almost 40 years ago. The team's priorities have typically mirrored and sought to address the policy challenges of the times, from addressing the uptake of engineering degrees in the 1980s, to our commitment to the improvement of the nation's technical education and career guidance systems today. While priorities have changed and evolved, our approach has been consistent: we aim to be more than a funder. We act as an enabler for projects, working with partners in designing, developing, and, in some cases, delivering activities. We take a long-term view as we do not think much can be achieved by short, one-off projects.



## GATSBY'S WORK IN EDUCATION

We believe that a strong technical education system can open up good career opportunities for young people and adults, as well as drive greater national productivity and economic competitiveness. That is why our current work is focused on supporting the implementation of technical education reforms and the embedding of a stable career guidance system in England.

## OUR PROGRAMMES INCLUDE:

### Technical Education Reform

In 2015 David Sainsbury was asked by government to chair a panel of experts to review the provision of technical education. The result was the Sainsbury Report, which set out an ambitious vision for reform, and its recommendations continue to underpin the government's strategy for technical education and skills in England. The successful implementation of these recommendations is a priority for our team, and we work closely with the Department for Education (DfE) and other partners on a number of projects including:

- Supporting the successful rollout of T-levels through work that includes raising awareness and understanding of the new qualification with parents
- Engaging employers to highlight the business benefits of engaging with the new system of technical education – from offering industry placements for T-level students, through to supporting good career guidance in schools and colleges
- The development of accredited Higher Technical Qualifications (at

levels 4 and 5) so that the natural next step for T-level students (and for those already in the workforce who wish to upskill and retrain) meet the high-quality standard demanded of industry

- Researching barriers to the delivery of quality apprenticeships, such as the standard of the training an apprentice receives 'on-the-job' and 'off-the-job'
- The delivery of technical education. We are currently piloting several projects to understand what good looks like in areas such as teacher training and retention

### Raising the profile of technicians

Success of technical education reform is dependent on a shift in the public's understanding and perception of technician jobs. Our current programmes in this area include a national campaign sharing the stories of technicians, promoting the value of technicians in higher education championing professional registers.

### Good Career Guidance

Since we first devised the Gatsby Benchmarks for Good Career Guidance in 2014, they have been written into government statutory guidance for all schools and colleges in England. Our work in this area focuses on ensuring stability in the system by identifying and seeking to address outstanding challenges to each and every young person receiving good career guidance.

The above is not an exhaustive list of our current projects. For more detail on our work, visit: [www.gatsby.org.uk/education](http://www.gatsby.org.uk/education).





## THE ROLE

This exciting Agency Projects Manager role is a new post, reflecting Gatsby Education's focus on integrated communications campaigns reaching specific, identified audiences including parents and employers.

This year two new national campaigns are being launched. Firstly, using paid, earned and owned channels we are seeking to encourage parents to find out more about T-levels, a key element of the technical education reforms. Given the scope of our ambitions this public-facing, behaviour change campaign will be delivered by communications and media buying agencies. Secondly, working with business intermediaries as key stakeholders our aim is to help SME employers realise the business benefits of engaging with technical education providers and their learners across England. This stakeholder engagement project will be delivered by a specialist team of consultants, which includes communications experts.

The Agency Projects Manager will be the bridge between our agency, or agencies, and Gatsby for the critical T-levels work, and will work as trusted advisor to the consultants delivering the employer-focused project. This is a role for someone with very strong skills in managing an agency to both plan and deliver effective campaigns, and in collaborating with teams to offer communications expertise and input. Working together with these third parties you will have a critical role in fostering a rewarding and mutually respectful relationship to help us achieve our shared goals. You will manage agency briefings, reviews, approvals, updates and evaluation, working collaboratively with Gatsby's subject-expert policy teams as well as our communications colleagues. The ability to build consensus on communications strategy and tactics, and secure the buy-in of key stakeholders, will be vital in securing the impact Gatsby is focused upon.

You will have experience of working with audience insights to inform communications strategy and implementation, which mirrors Gatsby's evidence-based approach, and a proven track-record of combining strategic thinking with sound creative judgement. Your project management will be excellent, and you will thrive on managing programmes with interdependent channels and complex messaging matrixes. You will be confident in working with agencies to establish success measures – including for paid media – and in monitoring performance.

The 24-month fixed term role (which may be extended) demands not only the experience, confidence and gravitas of a communications professional who has delivered impactful behaviour change campaigns, but also the willingness and desire to deliver great results at an operational level. This is an opportunity to work alongside colleagues and external teams to deliver impactful and inspirational work.



**Role:** Agency Projects Manager (24-month fixed term contract)

**Reports to:** Head of Communications

**Responsible for:** No direct line management of staff

**Location:** Our office is in Central London. We generally expect staff to work from the office for at least three days each week.

**Salary Range:** Band E + pension and benefits

## KEY ROLE RESPONSIBILITIES

- Accountable for managing the selected communication and media buying agencies to develop and deliver a parent-facing T-levels campaign, launching in early 2022. Also accountable for expert input to the communications aspects of an employer-focused Education Landscape stakeholder engagement project, also launching early 2022.
- Ensuring coherent messaging is used across channels, and that opportunities to cross-promote or signpost content or resources are maximised across this work.
- Liaise with internal and external stakeholders, including the selected communications agencies, to ensure each communications campaign is delivered on time and on budget and meets or exceeds KPIs.
- Work with the Director of Programmes, Project Managers and in collaboration with the Head of Comms, plus other colleagues within the Gatsby Education team, to guide and deliver this work.
- Support the project initiation, briefing, budgeting and then delivery of additional large-scale communications campaigns, if necessary.



## GENERAL DUTIES AND RESPONSIBILITIES

- **Communicating and influencing** - Developing and maintaining productive partnerships with the appointed communications, media buying and evaluation agencies, key colleagues as well as external stakeholders to deliver the agreed objectives. Acting as a subject expert in communications working with agencies to deliver communications activity by offering relevant insight, input, and advice to policy-focused colleagues.
- **Organising and managing** - Managing the agencies and our internal resource to deliver campaigns with clear objectives. Securing the target impact within agreed timescales and budgets. Organising systems and processes – including briefings, reviews, keep in touch meetings and evaluations – that help campaigns run smoothly and have positive outcomes.
- **Improving and innovating** - Taking an outcomes-focused approach to communications delivery, including monitoring and adjusting milestones and outputs when necessary to deliver results and responding to evidence-based recommendations to improve impact.
- **Collaboration and teamwork** - Developing and fostering a partnership culture with the appointed agencies. Working in support of the Head of Comms to build awareness across our team of the impact of an integrated, audience-led approach and acting as a comms ambassador with colleagues. Contributing constructively to team meetings, proactively sharing information that may be relevant and supporting all colleagues equally.
- **People management** - No direct line management of staff but supervision of the communications and media buying agencies.
- **Legal, regulatory and compliance** - Responsible for managed projects conforming to all necessary legal requirements including GDPR, safeguarding and copyright.

## KEY PARTNERS AND RELATIONSHIPS

- Communications, media-buying and evaluation agencies spanning earned, owned and paid for media. Strategic Development Network (SDN) and their chosen communication agency partner. Department for Education as a key project partner, and related stakeholders.

## PERSON SPECIFICATION

### EXPERIENCE

- Significant communications agency/client management experience (either as part of an agency or client team or having worked both agency and client side).
- Track record of initiating, scoping and managing a range of large-scale behaviour change communications campaigns, with budgets of over £250k.
- Experience of interrogating and applying findings from audience research, testing and tracking to improve the impact of campaigns.
- Managed suppliers to deliver agreed objectives on time and within budget.
- Track record of championing new approaches and ideas and successfully introducing these to teams, organisations or supplier relationships.
- Have worked independently, but also as part of a collaborative team, contributing to the achievement of shared aims as well as individual project and professional development goals.
- Ideally have experience of communicating to parents and/or SMEs as a key target audience, and/or delivering communications campaigns relevant to England's education system. Have the ability to bring relevant knowledge and experience to the team. If you don't already have an understanding of technical education or STEM skills you will be expected to have a strong belief in their value.

### SKILLS AND ABILITIES

- Oral and written fluency in English.
- Strong feedback skills with the ability to ask for and provide feedback in a structured and constructive manner. Able to assimilate information and understand complex policy areas, applying this knowledge to brief agencies and review outputs effectively.
- Able to work equally productively with communications and policy-focused colleagues, gaining the respect and trust of those with different skill sets to your own to offer sound and trusted strategic comms advice.

- Comfortable working with partners in communications agencies and stakeholders across the education sector, with the ability to initiate and develop positive relationships with a diverse range of people and organisations (whether face-to-face, by email or telephone or using MS Teams/Zoom).
- Able to persuade, engage and build rapport quickly with new colleagues and new contacts, maintaining important working relationships.
- Constantly striving to improve projects and processes, building in effective feedback loops for the agency or agencies and the Gatsby team.
- Open to new ideas and new ways of doing things, enabling constructive contributions to organisational progress and innovation.
- Able to think and act independently, but recognise the value of involving others across the team in the right way and at the right time in order to achieve the desired impact.
- Willing to work flexibly within an environment that must adapt quickly to external changes and to applying lessons learned through testing and evaluation.
- Willing to share knowledge and experience and to deliver more formalised training to other members of the Communications team (in collaboration with the Head of Comms).
- Able to set and meet deadlines for self and partners, and to respond appropriately to unforeseen issues or problems.
- Diplomatic and politically sensitive and able to represent Gatsby at external meetings and/or events. Uses good judgement and evidence to form opinions and knows when to defend them and when to reconsider in light of new information.

## KNOWLEDGE AND EXPERTISE

- Significant experience managing communications campaigns from inception through to evaluation, including commissioning contracts (which may have included media buying and evaluation agencies as well as creative comms agencies). Strong knowledge of both Agile and traditional project management principles with the ability to blend them together in the right proportions to fit a project.

- Strong knowledge of project management principles, including good familiarity with Agile principles.
- Exceptional knowledge of the approaches and processes that can foster positive client and agency relationships (either as part of an agency or client team or having worked both agency and client side).
- In-depth knowledge of best practice for behaviour change communications campaigns, including evaluation.
- Experience of working across earned, owned and paid for media channels, with in-depth understanding of integrating channels to deliver audience-centric campaigns.
- Proven track record of delivering campaigns on time and on budget.

## REQUIRED TRAINING AND QUALIFICATIONS

- None

## PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS

- Inspired by successful project management and goal delivery.
- Able to progress work efficiently when faced with competing priorities.
- Enjoys working as part of a small team.
- Takes pride in working to high standards.
- Highly self-motivated and resilient.
- Thrives in building and maintaining a collaborative culture.
- Able to be flexible about working hours and locations, including working remotely and travelling to meetings around England, which may include overnight stays.





## THE GATSBY EDUCATION TEAM

As individuals we are motivated and passionate about delivering meaningful change. We recognise that collectively we can achieve the most impact by taking an evidence-based approach.

Members of the team have different backgrounds, ranging from education and communications, to administration and project management. Our collaborative team ethos means that we are able to combine this experience and our varied skills to better understand challenges and recommend ways forward. This includes undertaking rigorous problem analysis, commissioning high-quality research, proposing pragmatic policy solutions, and engaging with government and key stakeholders to support implementation of positive reform.

Whilst there is close team working, every individual is self-motivated and sets high standards for themselves and their work. There is also autonomy in how we work, allowing each of us to develop our experience and expertise and to grow in our role. Everyone is encouraged to be proactive in their professional and personal development as colleagues build their careers at Gatsby.

As a small team of just over 20 colleagues we have scope to innovate, and idea generation is part of our DNA. Our team size also allows new joiners to quickly get to know everyone, and to feel at home.

We offer a generous benefits package including:

- Annual leave starting at 22 days per annum (with an additional day added per year to a max of 25 days), plus 3 days between Christmas and New Year (when the office is closed)
- A 12% employer contribution to pension
- Opportunity to apply for health insurance scheme and a free annual health check
- Employee assistance programme, offering confidential and impartial support and information
- Perkbox discounts
- Cycle-to-work scheme
- Interest-free annual season ticket loan.

Our newly refurbished London office is opposite Victoria Station, with coffee shops, restaurants, theatres, bars, and independent and high street retailers all on our doorstep.

Gatsby is one of the 16 Sainsbury Family Charitable Trusts (SFCT) established by individual members of the Sainsbury family. The office that we share with our SFCT colleagues includes a café area (tea, coffee and fresh fruit available for all) where we can prepare and enjoy lunch, so there is plenty of opportunity to get to know and socialise with colleagues beyond the Gatsby Education team. There are showers and cycle racks for those who like to ride or run to work. A central corporate services function that includes HR, IT, and, finance colleagues supports each of the SFCTs, including Gatsby.



## HOW TO APPLY

If you are interested in applying for this role you will need to submit;

- an up-to-date Curriculum Vitae/Resume (of no more than 2-3 pages)
- a supporting statement no more than 2 pages long explaining why you are interested in this role, which of the responsibilities you would most enjoy, and how your skills and experience make you a good fit for the role

Please submit these documents via email to [faye.riley@gatsby.org.uk](mailto:faye.riley@gatsby.org.uk) by close of play Wednesday 16 February.

## SELECTION PROCESS

All candidates will receive an update regarding their application after the closing date. Further details will be provided to shortlisted candidates when invited to interview, but we plan to hold first round interviews virtually via Zoom or Teams.

## DIVERSITY POLICY

We believe that effective recruitment is about finding the right people for our current and future needs – people who have the right mix of skills at the right level and who will contribute positively to the life of our organisation and its future development. We want to make sure that we always recruit the best person for the job in a way that is fair and equitable and demonstrates our commitment to valuing diversity at all stages of our recruitment process.

