



GATSBY EDUCATION

DIGITAL CONTENT MANAGER

CANDIDATE PACK

GATSBY



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.

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:

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:

- The Technicians Make it Happen campaign, which seeks to inspire the next generation of technicians by sharing the stories of current technicians, and explaining the route to that career using social media platforms and in person events.
- The Technician Commitment, which focuses on the university and research sectors and provides a framework and community of practice for signatory organisations to support their technical workforce.

- Professional registration of technicians, which champions the professionalisation and recognition of technician skills. We are working closely with BCS (the Chartered Institute for IT) on their rollout of RITTech (Registered Technician) status.

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, and its recommendations provide the basis of England's Skills Plan. 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.

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.



THE ROLE

Role: Digital Content Manager (12-month contract)

Reports to: Head of Communications

Responsible for: No direct line management of staff, but supervision of contractors.

Indicative Salary Range: £49-£55K + pension and benefits

The Digital Content Manager will be a key player on an exciting 12-month project; sourcing, commissioning, creating, and editing a full suite of content including web copy, photo and video (for PR, web, and social), educational resources, and more. This content will be the foundation of a new campaign targeting 11–16-year-olds, inspiring them to take the next step towards a rewarding and exciting technical career.

The project is multifaceted and multi-partnered and it comes at a time of opportunity and change for the Gatsby Education team. This role will be pivotal in the transition of our work to be much more public-facing - engaging with and influencing multiple audiences as we seek to solidify progress in our interest areas of good career opportunities and improving social mobility through high-quality technical education.

The Digital Content Manager will be working closely with Gatsby Education's Head of Communications, Head of Teacher Supply and Digital Project Manager as we embark on an exciting new partnership with an internationally renowned – and one of the UK's most popular - visitor attractions.* Our new campaign will align closely with what our partner will be offering, and the Digital Content Manager will play a critical role in commissioning and creating content to ensure that the visitor experience will be seamless from IRL to our website and beyond.

The content created will reveal to young people the difference they could make in a range of roles that they may well have never heard of – and that there are many people who are just like them enjoying these careers right now. We expect much of this content to be sourced from employers and education institutions. The Digital Content Manager will have a proven track record - likely through a journalistic, TV production and commissioning, or educational publication background - in seeking out inspiring source content and bringing it to life across a range of formats so that the target audience is engaged and inspired.



This role demands outstanding sourcing, creating, and copywriting skills, and also exceptional project management and commissioning skills. The Digital Content Manager could be commissioning the likes of photographers, copywriters, videographers and filmmakers, graphic designers, illustrators, artists, journalists, and media trainers to create content to meet the demands of the project.

The development of this volume of content, and the project management required to make it happen within budget to a hard deadline, is a large undertaking but will be a rewarding challenge for the right individual.

There will be support and plenty of opportunities to collaborate with colleagues in the communication and policy teams within Gatsby Education, but the Digital Content Manager will be experienced and confident in taking the reins on their area of responsibility and will be extremely self-motivated. This is an excellent opportunity to showcase your capabilities and will be a stand-out addition to any Digital Content Manager's CV.

KEY ROLE RESPONSIBILITIES

- Developing a strategy for the gathering, creation and curation of content for a young-person focused campaign – this will be primarily through the sourcing of circa 100 case studies and the generation of content which would be appropriate for web copy, PR, social media campaigns and media. This content will also be repurposed by partners for a new high-profile visitor attraction.*
- The implementation of the above strategy so that the quality and volume of content, which will meet the needs of each audience, is delivered.
- Ensuring the digital project's complementarity and alignment to a new high-profile visitor attraction.*
- The commissioning of freelancers and content creators as appropriate and the management of those contracts. This could include; photographers, copywriters, videographers and filmmakers, graphic designers, illustrators, artists, journalists and media trainers.
- Liaise with internal and external stakeholders, including technical and business stakeholders, to ensure that the project is delivered on time and on budget.



- Work with the Head of Communications, Head of Teacher Supply, Digital Project Manager and other colleagues within the Gatsby Education team to deliver this project.
- Support other digital engagement projects where necessary and relevant.

GENERAL DUTIES AND RESPONSIBILITIES

- **Communicating and influencing** - Developing and maintaining productive partnerships with key individuals and organisations. First identifying and then persuading employers of technicians of the benefits of being involved in this campaign, so that they will agree to their employees featuring as case studies. Outstanding writing skills in order to create compelling copy that would influence a range of audiences.
- **Organising and managing** - Managing projects that have clear objectives, deliver results, and stay on time and within budget. Organising meetings and events that run smoothly and have positive outcomes, ensuring clear, accurate minutes are written where needed.
- **Improving and innovating** - Taking an outcomes-focused approach to project management, continuously monitoring and adjusting milestones and outputs where necessary to achieve results.
- **Collaboration and teamwork** - Contribute constructively to team meetings, proactively share information that may be relevant to team members, and support all colleagues equally. Develop positive, productive working relationships with external consultants and agencies in order to deliver the objectives of high-profile projects.
- **People management** - No direct line management of staff, but supervision of contractors.
- **Legal, regulatory and compliance** - Responsible for managed projects conforming to all necessary legal requirements including GDPR, safeguarding and copyright.

KEY PARTNERS AND RELATIONSHIPS

Agencies and consultants which provide communication and digital services

Key project partner organisation*

*More information provided in confidence if invited to interview stage

PERSON SPECIFICATION

EXPERIENCE

- Led on development of large-scale content generation programmes. This experience is likely to have been developed through a journalistic or broadcast commissioning and production background, or through a proven track-record of creating content for educational outlets and publications.
- Track record of sourcing material for the creation of high-quality content.
- Extensive experience of content creation as well as the commissioning and managing of freelance content creators.
- Exceptional project management experience, having managed projects to successful outcomes, including some budget responsibility.
- Managed external contracts or grants to deliver agreed objectives on time and within budget.
- Have been personally responsible for introducing a new process or idea.
- Have worked independently and within a team, contributing to the success of others as well as self.

SKILLS AND ABILITIES

- Oral and written fluency in English. Exceptional writing skills: meticulous when it comes to spelling and grammar; able to write accurately for website copy, blogs, briefing etc.
- Comfortable working with partners in education and industry, able to initiate and develop positive relationships with a diverse range of people and organisations, whether face to face, by email or over the telephone/video conferencing.
- Able to persuade, engage and build rapport quickly with new contacts and maintain important working partnerships. Able to research, synthesise and summarise complex information.

- Constantly striving to improve own projects and processes.
- Open to new ideas and ways of doing things, enabling constructive contributions to organisational progress and innovation.
- Able to think and act independently, as well as take direction from senior staff and respond to external expert advisors.
- Willing to work flexibly within an environment that must adapt quickly to external changes.
- Able to set and meet own deadlines, and deal calmly with unforeseen problems.
- Diplomatic and politically sensitive, able to represent Gatsby views at external meetings.
- Uses good judgement and evidence to form opinions, knows when to defend them and when to reconsider them in light of new information.

KNOWLEDGE AND EXPERTISE

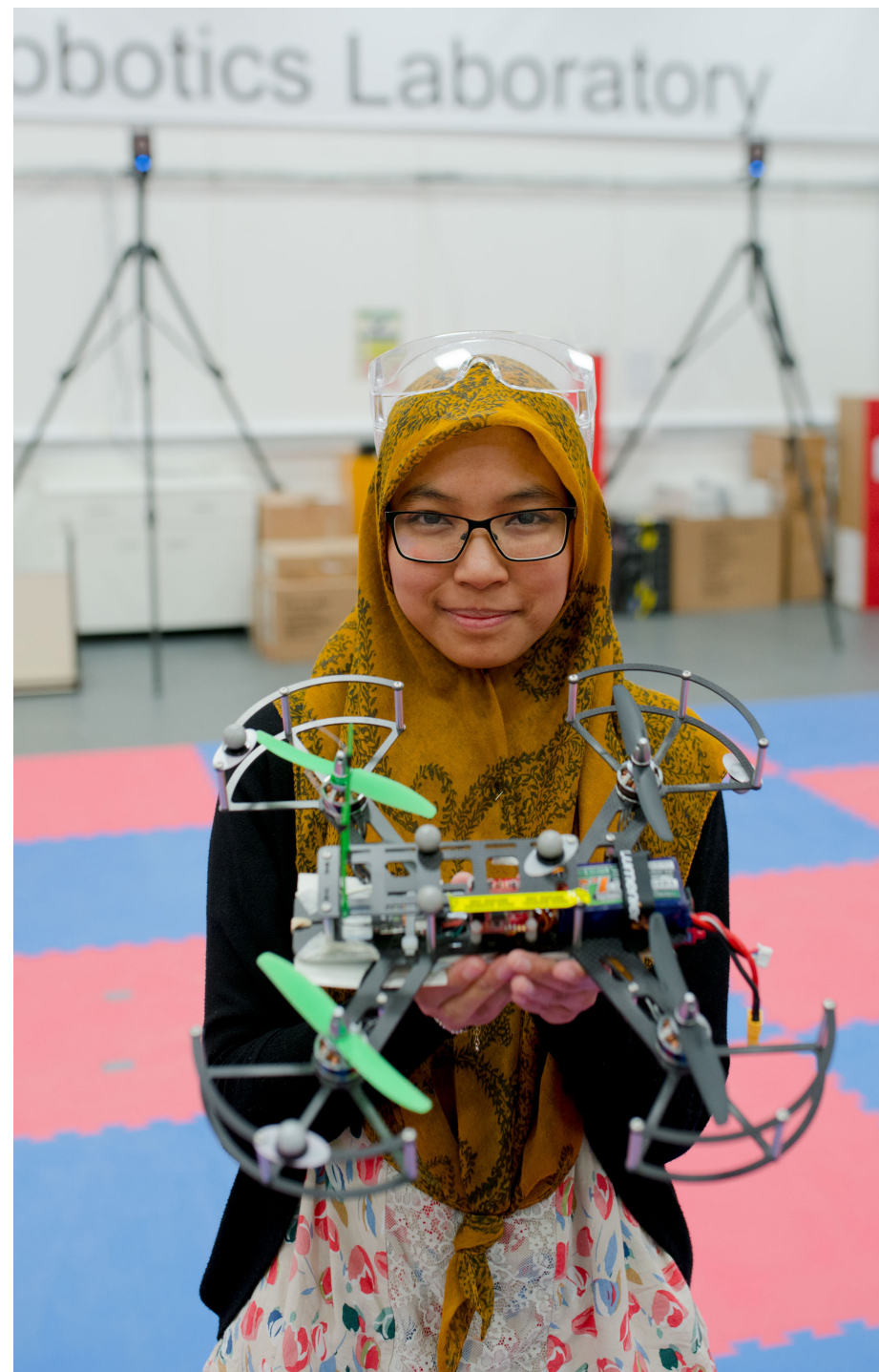
- Deep specialist knowledge in the development of engaging content for the 11-16-year old audience
- Exceptional project management experience
- Experience and knowledge of current trends and best practice in the development of compelling content

REQUIRED TRAINING AND QUALIFICATIONS

- None

PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS

- Very motivated in successful project management and goal delivery
- Enjoys working as part of a small team
- Takes pride in working to high standards and highly self-motivated
- Able to be flexible about working hours and locations, including working remotely and travelling to meetings around the UK 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.

While 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 fewer than 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 modern office is opposite Victoria Station in London, 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
- links to relevant recent work

Your supporting statement should be no more than 2 pages long – bullet points are encouraged. It should explain why you are interested in this role, and how your skills and experience make you a good fit, referring to the Person Specification in this pack.

Please send the above documents to Faye Riley at faye.riley@gatsby.org.uk. You can also direct any questions about the role to Faye in the first instance.

TIMELINE

Closing date for applications: 2nd August 2021 at 09:00 GMT

First round interviews: w/c 9th August 2021

Final interviews: w/c 16th August 2021

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. The option to attend final round interviews at our offices in Victoria in Central London is available, subject to pandemic restrictions at that time. Candidates must have the existing right to work in the UK.

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.

