



- Role title:** **Education and Engagement Manager**  
Permanent full-time position - 35 hour week
- Reports to:** Chief Executive
- Role purpose:** To create powerful opportunities for learning and engagement by developing and delivering resources and events.  
To raise awareness of the Sophie Lancaster Foundation and achieve the Foundation's objectives.
- Location:** Office-based in Haslingden, Lancashire, HQ with frequent travel to events nationally. Occasional home working by agreement.
- Salary:** £30,000 - £35,000 per annum depending on experience.

#### **Accountabilities**

1. To develop in-person and e-learning presentations, resources and programmes and deliver them to diverse audiences, particularly in schools and in education and training settings.
2. To effectively manage bookings from initial contact to conclusion, adhering to established systems and displaying excellent attention to detail and customer care skills.
3. To develop relationships with senior leaders and teaching staff to generate a strong understanding of education issues and build credibility and trust with the sector.
4. To generate bookings by identifying new audiences and actively approach key stakeholders and organisations within those target markets.
5. To act as a spokesperson for the organisation on education issues and give media interviews from time to time.
6. To champion alternative subcultures within our communities and develop resources which tell Sophie's story to challenge prejudice and intolerance and combat hate.
7. To create content on social media and be happy to be personally seen online. To initiate and respond to social media posts, to raise awareness of events and activities and build engagement with users.
8. To represent the Foundation at events and activities to raise awareness of our work and increase support.
9. To attend weekend festivals, transporting staff and merchandise.
10. To respond in a timely and professional way to phone calls, emails and correspondence to engage with audiences and deliver high quality services.

## Knowledge, Experience and Skills

### Knowledge

Essential:

1. Teaching or education qualification or significant experience of working in schools or in other educational settings.
2. Knowledge of best practice in engaging young people and adults in a formal and informal learning context.
3. Understanding of how to create impactful presentations and engage with an audience.
4. High level of proficiency in MS Office, including Word, PowerPoint and Excel and in a range of social media platforms.
5. Good working knowledge of general administrative systems and processes.

Desirable:

1. An understanding of hate crime and the issues faced by people in alternative subcultures.
2. Knowledge of WordPress or desk top publishing software.

### Experience

Essential:

1. Experience of working with young people in an educational role.
2. Experience of public speaking and presenting.
3. Experience in tailoring messages for audiences to create engaging resources which feature accurate, compelling text.
4. Experience of managing projects.

Desirable:

1. Experience of developing partnerships.
2. Experience of monitoring and evaluating projects and events.
3. Experience of acting as a spokesperson for an organisation.

### Skills – Job Competences:

Essential:

1. **Access to own transport, clean driving licence and willingness to drive the company vehicle - ESSENTIAL DUE TO LOCATION AND NATURE OF EVENTS**
2. Excellent command of English with a high standard of accuracy and excellent attention to detail.
3. Record of delivering high quality training to adults-and young people.
4. Assured manner and confidence in public speaking.
5. Excellent organisational skills with the ability to meet deadlines & prioritise workload.
6. Dynamic approach with the ability to work on own initiative and as part of a team.
7. Passion to advocate for the Foundation.
8. Ability to empathise and interact with others using sensitivity and diplomacy.
9. Flexible and adaptable approach to work.

### Safeguarding

In the process of recruitment, the Sophie Lancaster Foundation implement actions including criminal record checks to ensure children and vulnerable people are safeguarded and abuse is prevented. **Successful candidates will require an Enhanced DBS Check.**