

Job Description – Head of Content and Impact

Based at:	The Smallpeice Trust, 74 Upper Holly Walk, Leamington Spa, CV32 4JL We operate a discretionary hybrid working model, with a minimum 2-3 days per week at our head office in Leamington.
Reporting to:	CEO
Number of reports:	1
Benefits	Salary (£55,000), and generous benefits including Pension, Life Assurance and Private Healthcare. Salary is non-negotiable to ensure fairness and equity for all candidates, regardless of gender or background.
Contract Type	Full-time, permanent

Main Purpose

The Head of Content and Impact is responsible for leading the development, implementation, and assessment of content strategies aimed at maximising the organisation's impact and reach. This role involves overseeing the creation of compelling and engaging content across various platforms, ensuring alignment with organisational goals and values. The incumbent will also be tasked with measuring the effectiveness of content initiatives and their impact on key stakeholders, and on children and young people in particular.

Principal Responsibilities

Content Strategy Development

- Develop, implement, and evaluate a comprehensive content strategy aligned with Theory of Change and organisational objectives.
- Identify target audiences and tailor content to meet their needs and preferences.
- Collaborate with internal and external cross-functional teams to ensure content consistency and alignment with brand messaging.

Creation and Curation

- Clear understanding of UK Curriculum requirements to support children and young people in their education achievement.
- Craft captivating content that not only meets but exceeds the rigorous standards set by educational bodies across the UK and, where applicable, adheres to global benchmarks, ensuring it resonates with a diverse range of children and young people.
- Strive for excellence, aiming not just for quality, but for award-winning material that leaves a lasting impact on our audience.
- Collaborate closely with a dynamic network of external freelancers and internal subject matter experts, pooling diverse talents to produce innovative and immersive content experiences.
- Infuse every piece of content with accuracy, relevance, and an irresistible allure, ensuring that it not only informs but captivates and inspires our consumers on their learning journey.

Impact Assessment

- Collaborate with external academic partners to validate the impact of content initiatives against our Theory of Change and educational objectives.
- Establish metrics and Key Performance Indicators (KPIs) to measure the effectiveness of content strategies.
- Ensure alignment with curriculum standards and educational benchmarks.
- Analyse data and feedback to evaluate the efficacy of content initiatives, drawing insights to inform continuous improvement efforts.
- Generate data-driven recommendations for refinement and enhancement based on rigorous impact assessment processes.
- Facilitate the publication of articles and research findings in academic journals.
- Disseminate insights and contribute to the broader educational discourse.
- Provide regular, comprehensive reports on content performance and impact to key stakeholders, offering transparent insights into the tangible outcomes achieved through our curriculum-aligned content initiatives.

Team Leadership and Management:

- Build, lead, and motivate a high-performing content team, providing guidance, mentorship, and professional development opportunities.
- Foster a collaborative and creative work environment conducive to innovation and continuous improvement.
- Manage resources effectively to meet content production goals within budget and timelines.

Stakeholder Engagement:

- Collaborate with internal stakeholders such as marketing, communications, and programme teams to ensure content supports broader organisational objectives.
- Engage with a diverse range of external stakeholders, including:
 - Consumers: Children and young people ranging from 8 to 18 years old within home, school, and community learning settings.
 - Customers: Commercial organisations, trusts, and foundations, as well as grants and research councils.
 - Partners: Other charities or organisations with whom we partner to deliver content.
- Develop and nurture relationships with these stakeholders to gather insights, feedback, and collaboration opportunities.
- Facilitate meetings and workshops between key stakeholders to co-create content and align strategies, ensuring children and young people's needs and voices are at the heart of everything we do.
- Advocate for the needs and preferences of diverse stakeholder groups within the content development process.
- Represent the organization in collaborative initiatives and partnerships aimed at maximizing impact and reach.
- Ensure transparency and open communication channels with stakeholders to foster trust and mutual understanding.

Stay Abreast of Trends and changes:

- Keep up to date with industry trends, emerging technologies, and best practices in content development and impact assessment.
- Ensure content stays relevant to the consumers that customers are trying to target.
- Regularly review content against Government and International best practices in educational requirements for our target consumers.
- Proactively identify opportunities for innovation and differentiation in content strategy and execution.

Safeguarding responsibilities

- Take responsibility for promoting and safeguarding the welfare of children and young people. to ensure all activities provide safe environments in which young people can explore and develop their potential. This may include supporting with supervision of students whilst undertaking co-creation or piloting of activities.
- Be aware of and ensure strict compliance with the Trust's Safeguarding policies and procedures and Code of Conduct.
- Report any safeguarding concerns, no matter how small.
- Undertake all safeguarding training as directed.

Data security responsibilities

- Be aware of your responsibilities under the Data Protection requirements and ensure strict compliance with the Trusts Data Protection policies and procedures.
- Minimise the risk of data security breaches by ensuring all Trust confidential data is handled and processed securely.
- Report all data breaches immediately so that swift containment action is taken.
- Undertake all data protection training as directed.

Health and Safety Responsibilities

- Be aware of and ensure strict compliance with the Trust's Health and Safety policies and procedures.
- Take reasonable care of your own and others' personal health and safety when carrying out the Trust's activities.
- Report any potential health and safety risks or hazards to line managers.
- Undertake all health and safety training as directed.

Person Specification

Essential

- Bachelor's degree.
- Proven track record of effective teaching online, in person and hybrid.
- Through course development, delivery and assessment, demonstration of direct improvements to student outcomes is essential.
- Demonstrated subject matter expertise supported by course development work.
- Proficiency in curriculum design and development methodologies, with a strong understanding of pedagogical principles and instructional technologies.
- Excellent communication skills, both verbal and written, with the ability to convey complex concepts effectively and collaborate with diverse stakeholders.
- Ability to write and present succinct reports which capture salient points.
- Commitment to diversity, equity, and inclusion in teaching and learning.
- Willingness to engage in continuous professional development and stay abreast of emerging trends and innovations in higher education.
- Understanding of regulatory requirements and accreditation standards governing primary and secondary education with an appreciation of this at Higher Education level.
- Dedication to student success and engagement, demonstrated through a student-centered teaching philosophy and commitment to accessibility.
- Willing to live The Smallpeice Trust Values and Behaviours:
 - **Boldness:** *We are bold in our ambition*
 - **Excellence:** *We demand more of ourselves than our stakeholders do*
 - **Safety:** *Safeguarding Young People is our number one priority*
 - **Togetherness:** *Together we can achieve more*

Desirable

- Bachelors in relevant STEM subject
- PhD, or interest in undertaking a PhD as part of the role. This must be relevant to the work

of The Smallpeice Trust.

About us:

The Smallpeice Trust is an energetic and independent educational charity that exists to address the shortage of engineers in the UK by engaging and inspiring young people aged 9 – 18 to choose pathways that can lead to a career in engineering. Our vision is to inspire increasing numbers of young people to acquire Life, Leadership and Engineering skills, in order to increase the number of engineers in the UK, in order to enable society.

The Trust has a specific focus on widening the engineering talent pipeline through the engagement and inspiration of student groups currently underrepresented in engineering e.g., females and less advantaged students.

Endowed in 1966 by Dr Cosby Smallpeice, a self-taught engineer, The Smallpeice Trust has a reputation for delivering professionally executed engineering programmes for young people, including Arkwright Engineering Scholarships, residential courses, one-day STEM events, and engineering projects. Our programmes are made possible through support (both financial and non-financial) from private, public and third sector partners. The Trust is undergoing a digital transformation, with extensive programme development underway in order to ensure the Trust can achieve its vision in new and innovative ways.

“Scientists study the world as it is, engineers create the world that has never been “
- Theodore von Karman

For more information visit <http://www.smallpeicetrust.org.uk>

Safer recruitment checks

We are committed to safeguarding and promoting the welfare of all children and young people. You will be asked to undertake the following before we can confirm you in your role:

- Complete an application form.
- Supply an up-to-date CV.
- Undertake an interview.
- Supply two referees.
- Complete a self-disclosure form.
- UK based nationals must complete a barring and vetting check (this cost is covered by the Smallpeice Trust); for this role this will be an Enhanced DBS and/or PVG. We request that those undergoing the DBS check register for the update service.

The above information will be shared with Human Resources and the relevant line manager/recruiting staff. It may also be shared with the Designated Safeguarding Lead.