

Lead Copywriter Candidate Pack

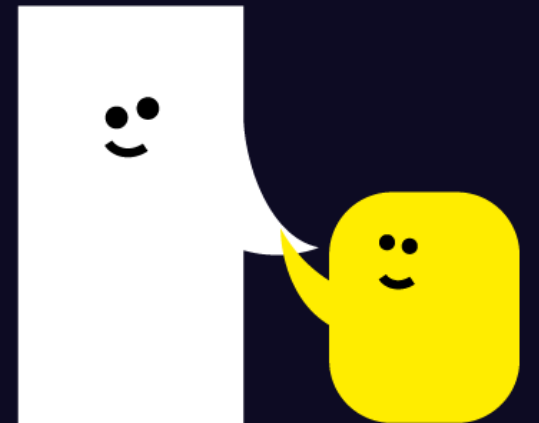
December 2024

speechandlanguage.org.uk

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**Speech and
Language UK** 
Changing young lives.

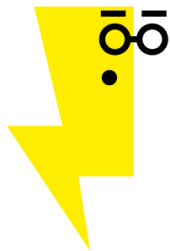


Who we are

We are Speech and Language UK – we want every child to face the future with confidence. For 1.9 million children in the UK, learning to talk and understand words feels like an impossible hurdle.

So we give children and young people the skills they need so they aren't left behind, Welcome to Speech and Language UK.

Speech and Language UK 
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Our vision, mission and charitable cause

Our vision

Every child who is facing challenges with talking and understanding words can look to the future with confidence.

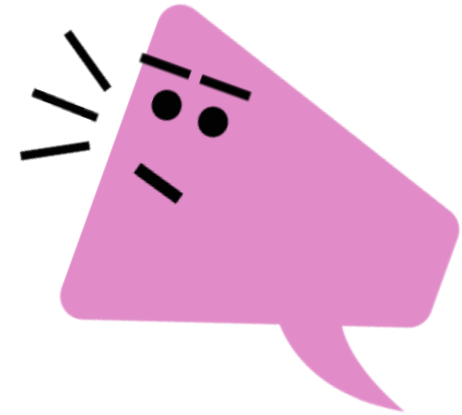
Our mission

We give children and young people the skills they need so they aren't left behind, waiting to be understood.

We do this by creating tools for schools and nurseries, generating new practices from our two special schools, giving advice and guidance to families and putting pressure on politicians.

Our charitable cause

For 1.9 million children in the UK, learning to talk and understand words feels like an impossible hurdle. Without the right help this can destroy their world.



What does Speech and Language UK do?



Provide innovative tools and training to schools and nurseries

Our Talk Boost series is proven to help children who face challenges talking and understanding words catch up with their peers. Every year, we train thousands of early years staff and teachers in how to educate children with these challenges.



Give advice and guidance for families

Our family support services include our free advice line, webinars, a digital progress checker and assessment centres. We want to provide more advice directly to young people.



Push for policy change

We conduct research with young people, families and teachers about the realities of living with a speech and language challenge. We create policy solutions from their and our experiences and we advocate these to Government and all political parties.



Generate practice from our two special schools

Our two special schools improve hundreds of children's lives each year and we use them to generate practices that other schools can replicate to change more young lives.

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Our Aims

Aim 1

Make speech and language central to more schools' and nurseries' everyday practice across the UK by:

- Investing in our existing tools and training like *Early Talk Boost*, *What Works and Early Talk*.
- Training teachers and early years staff to use positive speech and language practices every day.
- Launching an online speech and language learning platform.
- Working with partners to create a new screening tool for schools to use.

Aim 2

Make our two schools leading examples for speech and language practice by:

- Improving the learning, mental health and independence of our students.
- Upgrading facilities to match our high-quality education and therapy standards.
- Helping other schools by sharing successful approaches from our schools.
- Maintaining the high quality of our education and residential services.

Aim 4

Make sure speech and language is at the forefront of the political agenda by:

- Advocating more powerfully for the impact of lack of support for speech and language challenges.
- Sharing stories of affected families, showing the impact on children's education and mental health.
- Influencing policies through our expertise, parliamentary engagement, and media reach.
- Building a much bigger community of families and young people.

Aim 3

Make sure all families know about speech and language development by:

- Making our information easier to find and use, including for non-English speakers so that we can reach even more than the 30,000 families who use our website every month.
- Collaborating with new publishers and content providers to reach more families.
- Providing more advice for parents before the birth of their children.
- Creating new tailored advice for young people and expanding outreach.

Aim 5

Make sure our culture, infrastructure, and funding model is fit for the future by:

- Enhancing collaboration between our schools and other staff members.
- Developing diversity and anti-racism initiatives and an independent governance review.
- Improving technology and diversifying funding sources for long-term sustainability.

We demand a country in which every child with challenges in talking and understanding words has the skills they need to face the future with confidence.

Together we can achieve it.

About Us

Speech and Language UK is dedicated to supporting children and young people with speech and language challenges. Our mission is to ensure that every child can develop the necessary skills to face the future with confidence. Challenges with speech and language affect around 1.9 million children in the UK – or 1 in 5 children - making it a significant issue that impacts various aspects of a child's life, including their academic progress, emotional well-being, and future opportunities.

We work to raise awareness about the challenges faced by children with these challenges. We provide expert advice, tools, and training to families, educators, and other professionals to help spot and support children who struggle with talking and understanding words. This includes offering free resources on our website, running a free advice line , and creating interventions and training programmes to equip educators from early years to secondary schools.

In addition to providing resources, we play an important advocacy role. We speak out so that policymakers and government bodies know the scale and impact of speech and language challenges today.. Through our campaigns and reports, we strive to influence national policy and funding decisions, so that speech and language support is a priority.

We also run two specialist schools and services for children with more complex challenges . These schools provide tailored education and therapy to help children with speech and language to develop their communication skills in a supportive environment. The curriculum is co-designed by speech and language therapists and teachers, so that speech and language development is at the heart of every classroom and every lesson.

By combining direct services, training, advocacy, and research, we play a vital role in improving the lives of children and young people with communication difficulties, empowering them to reach their full potential.

Job title: Lead Copywriter**Reports to: Head of Digital, Engagement and Communications****Location: Hybrid or Remote****Job purpose**

The Lead Copywriter at Speech and Language UK will play a key role in shaping the charity's voice and communicating its impact through a wide range of content. This role involves creating compelling and informative copy across both digital and traditional platforms, supporting Speech and Language UK's mission by engaging diverse audiences—including policy-makers, partners, families, and donors. The Lead Copywriter will develop policy and influencing reports, marketing content for Social Enterprise initiatives, the annual report, in addition to crafting content for digital and print marketing and fundraising campaigns.

Key objectives

- Develop high-quality, audience-specific copy to support advocacy, fundraising, and awareness of speech and language challenges.
- Write and edit policy and influencing reports to drive change in public policy and highlight Speech and Language UK's expertise.
- Support the charity's Social Enterprise activities through engaging marketing and promotional content.
- Produce a well-structured and impactful annual report that communicates Speech and Language UK's achievements and impact.

Principal duties and responsibilities**1. Content creation and management**

- Write and edit content for a variety of audiences, including policy and influencing reports, campaigns, the annual report, digital and social media content, email marketing, blogs, and other promotional materials.
- Collaborate with teams across the organisation to gather insights and data to inform clear, accurate, and persuasive copy for policy reports, marketing materials, and awareness campaigns.
- Work with the Digital Lead to develop SEO-optimised website content to increase the charity's visibility and accessibility online.

2. Policy and advocacy support

- Develop compelling reports that advocate for policy change, informed by research, evidence, and engagement with speech and language experts.
- Support on the production of, executive summaries, and stakeholder-facing materials that effectively communicate the charity's position on key issues.
- Collaborate with the Policy and Public Affairs team to ensure reports and communication materials are aligned with campaign goals and engage effectively with government, regulatory bodies, and sector influencers.

3. Social Enterprise and marketing copy

- Write and refine marketing copy for Speech and Language UK's Social Enterprise initiatives, contributing to awareness and growth of products and services designed to support those with speech and language challenges.
- Develop creative, informative, and persuasive messaging for Social Enterprise channels, adapting style and tone as needed for specific audiences and platforms.

4. Annual report production

- Collaborate with senior leadership and project teams to develop the structure, content, and narrative for the annual report, showcasing the charity's achievements, impact, and financial transparency.
- Ensure accuracy, alignment with Speech and Language UK's mission, and consistency of tone in all sections of the annual report.

5. Brand voice and tone

- Uphold and evolve Speech and Language UK's brand voice, ensuring a consistent and engaging tone across all communications.
- Provide guidance and support to staff on maintaining a cohesive brand tone in their external communications.

Person specification

CRITERIA	ESSENTIAL	DESIRABLE
Experience	<ul style="list-style-type: none"> ▪ Proven experience in writing a variety of content, including policy reports, marketing copy, digital content, and formal reports, ideally within the charity or public sector. ▪ Demonstrated success in creating influential, engaging content for advocacy purposes, with experience in working on campaigns or initiatives targeting policy change. ▪ Experience in creating copy for diverse audiences, from families and educators to policy-makers and corporate partners. 	<ul style="list-style-type: none"> ▪ Experience working in a children's charity or the education sector.
Skills and knowledge	<ul style="list-style-type: none"> ▪ Exceptional written communication skills, with an ability to adapt tone, style, and message for different audiences and content types. ▪ Understanding of the principles of advocacy writing and the requirements for clear, concise, and impactful policy communications. ▪ Strong interpersonal skills for collaborating with internal teams, stakeholders, and partners to produce accurate, informed, and persuasive content. ▪ Knowledge of SEO, digital marketing, and social media principles is desirable, along with experience in content management systems and CRM platforms. 	<ul style="list-style-type: none"> ▪ Highly developed understanding of audience centred messaging.
Other factors	<ul style="list-style-type: none"> ▪ Committed to the overall aims of the charity. ▪ Fit to undertake the duties of the post. ▪ Committed to safeguarding and promoting the welfare of children and young people. ▪ Committed to the values of diversity, equality and inclusion. 	<ul style="list-style-type: none"> ▪ Lived experience of DLD or challenges with talking and understanding words.

How to Apply

Please submit your up-to-date CV and a supporting statement of no more than two pages, addressing how you meet the criteria outlined in our candidate pack and why you want to join the cause to: jobs@speechandlanguage.org.uk.

Deadline: 9am on Monday, 13th January 2025

If you would like an informal discussion about the role please contact Clare Gilbert-Smith, Head of Digital, Engagement and Communications: clare.gilbert-smith@speechandlanguage.org.uk

Accessibility Support:

We are committed to ensuring that our recruitment process is accessible to everyone. If you require any adjustments or need to apply in a different format, please contact our People Team at hr@speechandlanguage.org.uk and we will be happy to assist you.

We are a Disability Committed Confident Employer.

Speech and Language UK is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the people we aim to support. We warmly welcome applications from all suitably qualified candidates.

Thank you

[Speechandlanguage.org.uk](https://speechandlanguage.org.uk)

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