

## Kindred<sup>2</sup> - Content Specialist

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| <b>Remuneration:</b>   | £45,000-£50,000                        |
| <b>Location:</b>       | Minimum 3 days a week in London office |
| <b>Start:</b>          | As soon as available                   |
| <b>Contract:</b>       | Permanent, full-time                   |
| <b>Holiday:</b>        | 25 days per annum                      |
| <b>Accountable to:</b> | Director of Marketing & Operations     |

### Key responsibilities

As Content Specialist, you will support in the delivery of research projects that drive awareness of the importance of the early years in a child's lifetime development.

#### Main responsibilities and accountabilities:

- Create highly engaging and persuasive multi-channel content that highlights the importance of the early years space across multiple sectors.
- Use and combine news topics, AI, statistics, data and evidence in order to highlight key findings, narratives and themes.
- Develop captivating content for campaigns, programmes, newsletters, blogs and marketing materials.
- Deliver research reports, programme copy, workshops, presentations and other forms of research output.
- Collaborate with designers and partners to produce engaging digital content, including short videos, eye-catching graphics, and written narratives.
- Support communication teams to craft compelling angles that will drive awareness and engagement.
- Liaise with external stakeholders including voluntary, private and public sector organisations to increase opportunities for parents, schools and politicians.
- Write literature reviews and evidence toolkits.

### Key requirements

We are looking for someone with get-up-and-go who meets deadlines, works quickly and has some experience of developing content. The ideal candidate will have:

- A can-do attitude and determination to improve and the willingness to learn a lot, fast, about early child development
- The ability to identify a problem and the curiosity and drive to solve it
- Familiarity and experience of using AI to create content
- Self-motivation and the self-confidence to say when you don't have the answer
- Pithy written and verbal communication skills, tailored to varied audiences
- Experience of working in a content production role, perhaps, but not restricted to, as a journalist, copy writer, PR or marketing specialist
- Experience of using data to derive key research findings with a keen and thoughtful eye to identify trends and approaches
- Great MS Office skills, comfort with IT and flexibility to work with a small

We are open to candidates who have worked in large organisations, small ones, including startups, and in the private, public or third sectors.

### About Kindred<sup>2</sup>

Kindred<sup>2</sup> is a well-funded education charity with a clear purpose and sense of mission.

Our vision is to ensure that every child is equipped to thrive when they begin their school-based education at the age of four. For this to happen the country needs to allocate a greater share of its scarce resources of time, attention, skills, and money to meet the needs of children aged 0- 60 months.

Our mission for the next three years is to increase public awareness of:

- The interactions we have in the first four years of life are critical to later life outcomes.
- Our national failure to support the early development of all our children olds impacts not only individuals' life chances but the future success and prosperity of the nation.
- The simple steps that can be taken by us all to do better.

We work in partnership with private, public and third sector organisations.

The Kindred team has a culture of high performance, and we are seeking a dynamic individual who enjoys working flexibly and thrives in a fast-paced environment.

### The team

We are a small team of highly committed and energised individuals who are totally focused on raising the awareness of the importance of the early years to individual children, their families, communities and society as a whole. We have a huge ambition, but we are grounded in the realities of political priorities and effective partnership working.

We are funded by our trustees for at least three years to cover planned expenditure required to deliver and develop our plans without recourse to other donors.

We value rigour, collaboration, energy, creativity, delivery and good humour. We seek the delivery of concrete results in line with our mission and, of course, having fun.

We respect and embrace diversity of all sorts.

### How to apply

Applications should be sent to: [grace@kinderdsquared.org.uk](mailto:grace@kinderdsquared.org.uk), with “Content Specialist” in the email subject line.

Applications should include a CV (no longer than 2-sides of A4) and covering letter (no longer than 1-side of A4). In your covering letter, please highlight you interest in Kindred2 and your motivation for applying for this role, as well as any specific experience or strengths that you will bring.

All applications will receive a response. The recruitment process will consist of two interview stages, and include reasonable practical interview tasks.