
EDUCATIONAL CONTENT LEAD

The Economist Educational Foundation

Reports to: Head of Content

Hours: Full time with flexible hours. Core hours are 10am to 4pm

Location: Hybrid. Central London two days per week and remote working

Salary: £35,000 (and you will be included in The Economist Group's bonus scheme)

Closing date: October 9th 2023

APPLICATION PROCESS

To apply, please send **all** of the following to our Programme Officer, Manni, at manthuramohamed@economist.com, including "Educational Content Lead Application" in the subject line.

1. A CV
2. A brief cover letter
3. A lesson plan you are proud of
4. Please also fill out our **equality and diversity monitoring form** and attach this with your application. This form will not be seen by hiring managers.

If you have any questions about the role, please contact our Chief Programmes Officer, Tiffany, at tiffanysmyly@economist.com.

Please note: we will contact applicants after the closing date.

ABOUT US

We're a small, creative and fast-growing charity that was established from inside *The Economist* in 2012. We support children, aged 9-16, from under-served backgrounds to develop essential skills for the modern world. We do this by enabling them to join inspiring discussions about the news, which teach them to think critically, communicate effectively and understand global issues.

Our activities: Our programme, Topical Talk, brings about these discussions in three ways:

- We create world-class teaching resources for classroom discussions about global news stories
- We run *Topical Talk Festival*: the only news festival for young people. Children from countries all over the world join discussions with each other and global experts; and they work towards publishing their opinions in writing, audio journalism and film for the chance to win awards
- We train and support teachers to bring high-quality news discussions into their classrooms, including through intensive, in-person community partnerships in the UK and the US

Our impact: Children who take part in Topical Talk can make five times more progress compared to their peers in skills that are linked with better outcomes at school, in employment and as citizens. They learn to creatively solve problems, listen with an open mind and speak with confidence. Our programme has received international recognition by HundrED as one of the top 100 educational initiatives of 2020 and 2021, and as first-prize winner of the UNESCO Global Media and Information Literacy Awards 2022.

Our ambitions: We are at an exciting point in our trajectory. We have demonstrated huge growth potential, going from a small UK pilot in 2013 to working with thousands of teachers globally today, including on-the-ground work in the UK and US. There is still enormous unmet need, so we have bold plans to reach a million children by 2026, with 100,000 engaging on a weekly basis.

THE ROLE

We're looking for an outstanding content creator who is passionate about bringing young people into discussions on current affairs.

You'll be responsible, alongside our Head of Content, for producing our world-class educational content, with help from a supportive, collaborative team and a wealth of journalistic expertise across The Economist Group.

You will be a creative teacher, or ex-teacher, who is excited to turn the biggest issues in the news into engaging lessons for 9-16-year olds. You'll research global topics and consider the best angles and activities to create a lesson every week. These lessons will build children's essential skills and knowledge about the news through discussion-based activities. You'll also support with content creation and delivery for one-off workshops and *Topical Talk Festival*, the biggest online global news-discussion for young people. You'll build relationships in *The Economist's* editorial team to secure support and create opportunities to collaborate. You will use excellent organisational and communication skills to brief your internal colleagues, bring them together and ensure people meet deadlines. You'll also work with partner organisations, who may be sponsoring content, to utilise their expertise. The right candidate will be a strong team-worker and creative thinker who is able to make use of ideas and input from a range of people.

You don't need to have any charity experience yet. If you are passionate about changing outcomes for disadvantaged children; and looking for an opportunity to make a big impact, then we would love to hear from you.

OPPORTUNITIES WE CAN OFFER YOU

- **Real impact:** The educational content you create will be used by thousands of teachers globally, reaching hundreds of thousands of young people
- **Growth and development:** Grow your skills and responsibility as the organisation grows and takes on bigger challenges. We invest in training and development and will support you to build the skills and experience as you need, for example, working with you to find expert mentors within The Economist Group
- **A friendly, driven and highly-effective team:** We are deeply committed to being an inspiring, happy place to work, where we learn and achieve things that matter together. We work collaboratively and supportively, with the freedom to use our own judgement and be creative
- **Flexible working:** Our core hours are from 10am to 4pm with a minimum of two days spent in the office each week
- **Bonus scheme:** You will be included in The Economist Group's bonus scheme, which rewards based on the company's operating profit
- **Other benefits:** Economist Group benefits include a great central-London office (The Adelphi Building near Charing Cross), private medical insurance, a cycle to work scheme and more

RESPONSIBILITIES

Create Topical Talk classroom resources for children (60%)

- Research and pitch topics that cover and identify the most important facts, arguments, perspectives and questions to address
- Write, proof and edit content as needed, including: lesson plans, resources for activities, content to support online discussions and scripts for short films and animations. Your core content responsibility will be creating a [weekly, 1-hour 'Headlines' lesson](#)
- Liaise with subject specialists and editorial staff at *The Economist* to ensure your content meets editorial standards
- Liaise and collaborate with corporate partners
- Brief and oversee the design of content
- Manage diaries, build rapport and communicate effectively to ensure freelancers and internal colleagues (from journalists and fact-checkers to the teachers on our team) meet their deadlines
- Seek out and conduct interviews with topic experts
- Work with the Head of Content to monitor and evaluate the success of our content

Design resources for one-off current affairs workshops/events for children (20%)

- Design content and resources for one-off student workshops and events, or teacher training sessions, to meet a specific brief. For example, workshops about the climate crisis for schools within a particular Multi Academy Trust

- Create student-facing content for the annual [Topical Talk Festival](#), where students join online discussions about the news
- Oversee the production process of these resources, from the initial idea-generation stage to delivery and evaluation

Support schools and students to engage with content (20%)

- Facilitate online discussions during Topical Talk Festivals between young people on our unique online platform, the [Topical Talk Student Hub](#)
- Visit schools to observe the content being used and occasionally run sessions with students
- Deliver workshops to young people that ignite further thinking and a passion for current affairs
- Occasionally deliver training to teachers to help support the use of resources, both online and in-person

This role will involve some travel. It also involves working with young people, so you will need to have a DBS check (which The Foundation will organise).

REQUIRED ATTRIBUTES AND EXPERIENCE

You are...

- Inspired by our mission
- Passionate about current affairs and helping young people to understand the news
- An excellent writer and communicator – you can communicate complex ideas to beginners in a clear and engaging way
- Creative – you are able to design classroom content and activities which inspire young people to engage with the news and effectively develop their critical-thinking and communication skills
- A great problem-solver – you're able to explain the reasoning behind how you approach problems and you can manage the needs of various audiences and stakeholders
- Driven, persistent and action-oriented – you are able to work in a self-directed way in a dynamic organisation where you will have the freedom to manage your own projects, workload and approaches
- Comfortable with ambiguity – you're able to decide on a smart course of action and find new / your own ways of doing things
- Supportive, trusting and collaborative
- Curious and open-minded
- Organised and able to balance short and long-term goals – you have demonstrated an ability to successfully juggle multiple deadlines, prioritise effectively and coordinate different colleagues or stakeholders to deliver projects on time.

You have...

- Qualified Teacher Status (or equivalent) – you have at least two years of experience teaching primary or secondary students and an up-to-date knowledge of educational research and developments
- Experience of creating classroom resources, both collaboratively and independently
- Experience of building relationships and managing colleagues to secure what's needed from them

You might have...

- Experience of creating and editing video and/or other multi-media resources
- Experience of educational content creation outside of the classroom

We're particularly keen for you to apply if you are from a community under-represented in the charity sector or have lived experience of facing extra barriers because of your background.

If you require any adjustments for your interview, just let us know.