

JOB INFORMATION: Journalism Skills Academy manager

Job title:

Journalism Skills Academy manager

Reports to:

Head of business development

Responsible for:

- Overseeing the JSA's day-to-day operation to drive growth.
- Managing the JSA e-learning platform and products.
- Delivering high-quality training courses and programmes.
- Maintaining and improving JSA operational processes and workflows.
- Developing and nurturing relationships with JSA customers and stakeholders.

Job advertisement

Position: Journalism Skills Academy manager

Location: Flexible (office based or remote/hybrid with occasional travel to NCTJ offices and events)

Salary: to £50,000 depending on experience

Hours: Full-time, permanent (flexibility considered)

Do you have strong commercial awareness with journalistic and/or media industry expertise, and a passion for quality professional training and development?

The **National Council for the Training of Journalists (NCTJ)** is seeking a talented and commercially-minded individual to manage its flagship Journalism Skills Academy. The successful candidate will be responsible for the academy's operations, driving its growth and enhancing its portfolio of high-quality e-learning and professional development opportunities for journalists, communicators, educators and trainers, editorial leaders and managers, and corporate clients.

This is an exciting opportunity to play a pivotal role in shaping the future of professional journalism training, fostering commercial opportunities to help the NCTJ achieve its charitable objectives.

We offer a competitive salary of up to £50,000, depending on experience, and benefits package. This includes a five per cent employer and employee pension contribution, 25 days of annual leave plus bank holidays, and the flexibility to choose

between office-based, home-based, or hybrid working arrangements. Additional benefits include a discretionary bonus and life cover.

Summary job objectives

The Journalism Skills Academy manager will:

1. **Contribute to the JSA's commercial growth**, pitching training solutions to new and existing clients, designing impactful courses, and identifying new market opportunities.
2. **Lead the day-to-day operations of the JSA**, ensuring alignment with the NCTJ's strategic goal to deliver high-quality, impactful training.
3. **Oversee the JSA's product and platform plan**, ensuring courses are regularly updated and identifying opportunities for innovative, popular and relevant training resources.
4. **Develop strong, collaborative relationships** with a broad range of customers, including corporate clients, journalists, and trainers, to foster growth.
5. **Be an ambassador for the JSA**, promoting its work and enhancing its reputation as a leading provider of journalism training.

Job responsibilities

1. Growth

- Establish and nurture strong relationships with a wide range of clients, including corporate partners, media organisations, and learners.
- Proactively seek new business opportunities to grow the JSA customer base.
- Pitch bespoke training solutions to employers, using journalistic expertise and market insight to demonstrate value.
- Manage key accounts and oversee the delivery of bespoke training courses and partnerships.
- Collaborate with the marketing team to develop promotional strategies and ensure effective engagement with customers.
- Drive the commercial growth of all JSA products, identifying market and upselling opportunities.

2. Operational management

- Manage the JSA's day-to-day operations, ensuring activities align with strategic goals and meet financial and performance targets.
- Line-manage the senior JSA coordinator, providing support and mentorship.
- Manage budgets, ensuring profitability and quality.
- Oversee trainer commissioning, including fee negotiation, contracts, and trainer briefs, while identifying opportunities to expand the trainer network.
- Ensure JSA workflows and processes are efficient and effective, making improvements where necessary.

- Support operational tasks such as handling enquiries and processing orders, covering for the senior JSA coordinator when required.

3. E-Learning platform and course development

- Identify market opportunities for new courses and e-learning resources based on industry trends and customer feedback.
- Ensure all JSA resources meet high-quality standards and provide a seamless user experience.
- Maintain oversight of the product development plan, ensuring timely delivery and clear communication with internal teams.
- Co-ordinate investments in new e-learning products in collaboration with the finance and business development teams.

4. Brand promotion, advocacy and engagement

- Represent the JSA at industry events, networking opportunities, and speaking engagements.
- Work with the NCTJ marketing team to develop and implement promotional plans that generate sales and raise the profile of the JSA.

5. Management of special projects and key initiatives

- Oversee the safety and resilience advisory panel, ensuring its work aligns with industry challenges and remains impactful.
- Develop and oversee initiatives to upskill journalists and organisations in emerging AI technologies and digital tools, ensuring the NCTJ is a leader in AI and digital transformation within journalism.
- Deliver special projects aligned with the NCTJ's strategic objectives, ensuring clear goals, effective collaboration, and measurable outcomes, while acting as a thought leader and ambassador to promote the JSA's growth and relevance.

6. Collaboration across the NCTJ

- Work closely with other NCTJ teams, ensuring alignment on cross-departmental initiatives such as assessments, marketing, and client proposals.
- Foster collaboration and communication across teams to deliver high-quality outcomes for JSA customers and stakeholders.
- Assist with administrative and other team tasks.

Person specification

Key competencies:

1. Commercial awareness and business development:

- Commercial acumen and the potential to grow revenue streams.
- Openness to developing business skills and balancing charitable goals with commercial opportunities.
- Ability to pitch and deliver tailored training solutions for diverse client needs.

2. Journalistic understanding and industry knowledge:

- A good understanding of journalism and/or the media industry with a commitment to quality journalism standards and digital transformation.
3. **Passion for training and development:**
 - Understanding of training needs across the journalism and other industries and organisations, with a drive to deliver impactful learning.
 4. **Leadership and influencing skills:**
 - Proven experience in managing people and projects, with the ability to inspire others and influence outside of direct lines of authority.
 5. **Project management and creativity:**
 - Skilled in planning and delivering projects, with a proven ability to turn ideas into credible, actionable plans.
 6. **Collaborative, interpersonal and relationship-building skills:**
 - Strong communication and interpersonal skills, with the ability to work with diverse groups of people and build long-term relationships.
 7. **Customer and audience awareness:**
 - Understanding of diverse customer profiles and the ability to adapt communication styles accordingly.
 8. **Flexibility and resilience:**
 - Adaptable to change and responsive to emerging opportunities or challenges.
 9. **Networking and public speaking:**
 - Confident in representing the NCTJ at events and building networks within the media industry and corporate sector.
 10. **Technical proficiency and problem-solving:**
 - Comfortable using and learning new systems, with a proactive approach to resolving challenges.

Why join the NCTJ?

This is a fantastic opportunity to play a pivotal role in shaping journalism training and development. You'll work in a goal-oriented and supportive environment that values innovation and collaboration. The successful applicant will build relationships with leading media organisations and educators to help drive the success of a highly regarded charity that makes a meaningful impact on quality journalism.

Benefits package

- **Salary:** to £50,000, depending on experience.
- **Pension contribution:** 5% employer and 5% employee.
- **Annual leave:** 25 days of annual leave, plus bank holidays.
- **Flexible working:** choose between home, office, or hybrid working arrangements.

- **Discretionary bonus:** based on company performance.
- **Life cover:** included as part of the benefits package.

Application process

To apply, please submit:

1. **A CV** (maximum two pages).
2. **A cover letter** (maximum one page) addressed to the chief executive detailing how your skills, experience, and competencies align with the role.

Applications should be emailed to: joanne.forbes@nctj.com by **Monday, 20 January**.

Shortlisted candidates will be invited to an interview before the end of January, which will include a presentation task.

For informal enquiries and discussions about the role, please contact laura.adams@nctj.com.

We look forward to receiving your application!