



## **CUEDSPEECH**

**makes spoken language visible for  
deaf babies, children and adults**

17th July 2017

Dear Candidate

Thank you for your enquiry regarding the appointment of Publicity and Advocacy Lead for the Cued Speech Association UK (CSAUK).

Cued Speech is a unique, ground-breaking way to help deaf children and adults to quickly understand their native language so that they can integrate into family life, school and wider society. It was developed 50 years ago, and there is now a substantial body of research which demonstrates its effectiveness. It is a simple system which clarifies lip-reading for deaf babies, children and adults. It has transformed the lives of many deaf children and has the potential to change, not just individual lives, but the whole environment in which deaf children live and are educated.

This charity, Cued Speech Association UK (CSAUK), provides information and training in Cued Speech. We have enthusiastic, skilled and dedicated members of staff and volunteers.

The post of Publicity and Advocacy Lead is a new appointment. We are looking for someone who is passionate about improving the outcomes of young, deaf children and the role Cued Speech plays. The post-holder will take forward the work on our 3-year project, which started in Spring 2017, which aims to transform the opportunities and support for families with deaf children aged 0-3, whilst revolutionising the expectations of professionals working with deaf children.

Christine Hardy  
Chairman

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## Job Description - Publicity and Advocacy Lead

### Overall purpose:

To lead the marketing and advocacy work of a new three-year project: '**Language for deaf babies and young children 0-3**'.

### Project outline

The project aims are to very substantially increase the number of deaf children who reach the age of four years with an understanding of English (or their home language) that is equal to that of hearing children, and thereby reduce their risks of impaired language and associated social, emotional and cognitive difficulties, literacy problems and a continuation of general educational under-achievement.

The project objectives are to ensure that all deaf-specialist professionals, and all parents of deaf babies and young children understand the importance of early language and know how Cued Speech (CS) can give deaf babies and toddlers access to English (or their home language) without delay, and are trained to use it effectively.

In order to achieve this, the personnel delivering the project will:

- devise and deliver a programme to raise awareness and promote training;
- create and deliver a training package which gives parents of deaf babies and toddlers the skills and support to learn Cued Speech, and to use it effectively;
- create and deliver resources and training to help professionals support parents of deaf babies and young children.

### Job outline

**Post Title:** Cued Speech Association UK Publicity and Advocacy Lead.

**Hours:** 0.6 Full Time Equivalent (FTE).

**Salary:** up to £19,200 (£32,000 FTE) for the right candidate.

**Annual Leave:** 12 days (20 days FTE) per annum plus paid bank holidays.

**Pension:** The charity will contribute 3% to a suitable pension.

**Location:** Negotiable. The administration offices are in south Devon.

**Travel:** UK-wide travel, and occasional weekend working.

**Contract:** Three year contract, with a six month probation period, reporting to the Executive Director.

## **Key responsibilities:**

### **Work with the Executive Director to:**

- Build a strong identity for the 0-3 project to further the aims of our Charity which include to promote and inform others about the effective uses of Cued Speech with babies and toddlers.
- Contribute to, and work directly on, activities which aim to influence key players, including government, relevant organisations and professionals with the aim of improving outcomes for deaf babies and children.

### **Under the direction of the Executive Director, work both independently and with other Cued Speech personnel to:**

#### **Strategy**

- Implement the Cued Speech Association Strategic Plan and work with the Executive Director to develop and refine strategic goals and objectives which maximise opportunities for increasing Cued Speech use with deaf babies and toddlers.

#### **Publicity / promotion**

- In collaboration with the ED, implement a publicity and media strategy and campaigns, using a wide range of media including social media.
- Proactively seek advocacy opportunities in support of the project (e.g. meetings, representations to government bodies, events etc.). Attend and where possible take a leadership position, to include giving presentations.
- Source appropriate media and either write or commission articles about the project, and about research which supports the project.
- Write / draft promotional material / information / presentation packages about the project, and work with other staff members to ensure that appropriate materials are put through the Information Standards procedure.
- Source and write / draft adverts and editorials about the project.
- Work with other staff to plan information distribution, and contributions to our website.

#### **Partnership opportunities**

- Engage, and work in partnership, with relevant deaf organisations, coalitions, Speech and Language experts, government officials, media and parliamentarians in order to progress our aims and objectives and to increase the knowledge of the evidence base of the benefits of Cued Speech.

#### **Research**

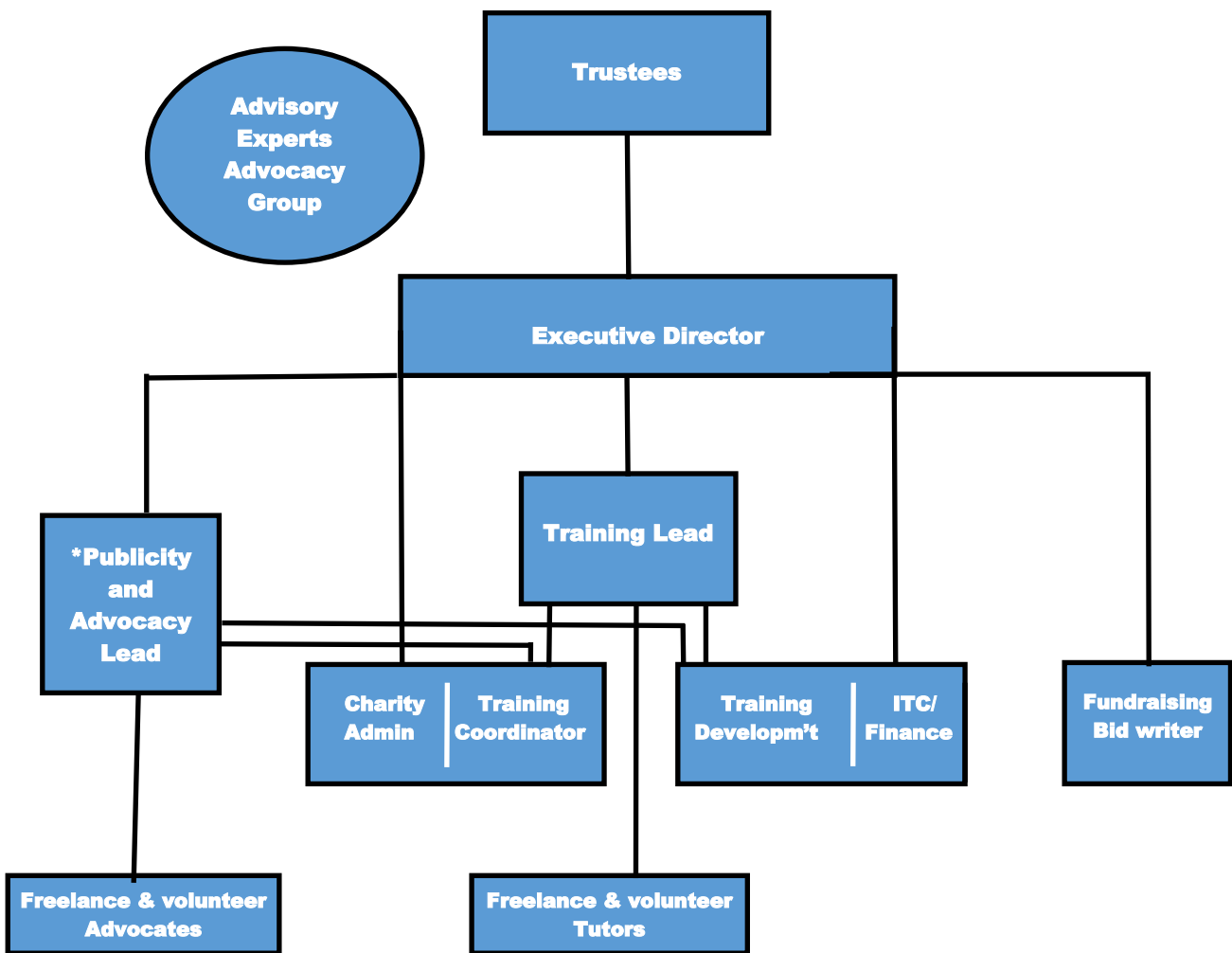
- Keep up to date with all international research on Cued Speech and international good practice.
- Track UK and international media for coverage on Cued Speech use for opportunities to generate media.

#### **Other**

- In consultation with the Executive Director, develop proposals to support new, discreet pieces of work which take forward the project aims.
- Keep appropriate records and prepare reports as needed.
- When appropriate, and in consultation with the Executive Director, recruit and manage volunteers.
- Contribute to the project work of other team members when requested and where appropriate.

The Publicity and Advocacy Lead will embrace an inspirational organisational culture which values staff contributions and encourages best practice, and which keeps the need of beneficiaries at the core of all work.

## Staff Structure



### Notes:

Close cooperation and co-working between the Advocacy Lead and Training Lead, especially in the initial stages of the project, will be essential. There will be some overlapping of these two roles, for example when presenting about training.

## Person Specification

### The person filling this post needs to be:

- thoroughly committed to Cued Speech
- an authoritative and inspiring communicator and public speaker
- self-motivated, adaptable and able to work without supervision
- a caring person, able to deal sympathetically with users of our service and other organisations
- of smart appearance
- able to work alongside deaf and hearing-impaired people
- an efficient and adaptable team-worker.

### The candidate would need the following skills, training and experience:

#### Essential:

- good general standard of education, preferably to degree level with additional relevant further education and/or experience
- level 1 Certificate of Proficiency in Cued Speech
- excellent written and spoken English
- a good understanding of and experience in publicity/advocacy work
- the ability to explain the benefits of Cued Speech, both written and verbal, and an understanding of the alternative communication modes to Cued Speech, with the ability to compare and explain them clearly and without prejudice
- excellent computer-literacy
- excellent organisational skills and able to work on own initiative
- a working knowledge of research into Cued Speech.

#### Desirable:

- experience of working in publicity or marketing.
- level 2 Certificate of Proficiency in Cued Speech
- previous experience of working in the deafness field
- previous experience of work with deaf babies and children, and their families
- a knowledge of how Cued Speech can support both hearing technologies and be used bilingually with British Sign Language
- a knowledge of the research around typical language development in babies and pre-school children, and how deaf children can differ
- a knowledge of research into deaf children's outcomes
- a knowledge of strategies to support the families of deaf children, and of research into their outcomes
- an in-depth knowledge of research into Cued Speech.

#### Location:

The candidate can work from a home-office and be based anywhere in the UK, but preference will be given to a) candidates who can travel to London and back in one day and b) candidates who can travel to the Devon-based office and back in one day.

#### Travel:

UK-wide travel, sometimes for more than one night, is an essential part of the role.

## **Appointment process and how to apply**

**Candidates are requested to send their CV** and a covering letter, which includes their motivation for the role and how they feel they meet the person specification to the Executive Director:  
henriettaireland@cuedspeech.co.uk.

Please include a suitable day and evening telephone number.

Applications must be received by **Sunday August 27th at 12 midnight**

For an informal discussion about the role ahead of an application please email Henrietta Ireland:  
henriettaireland@cuedspeech.co.uk

Candidates who have holiday commitments for the interview date are requested to apply asap and the Trustees will do their best to arrange an alternative date.

Initially there may be an informal telephone, Skype or FaceTime interview, at a mutually suitable time.

**Interviews will take place in Exeter on the week beginning Monday 11th September (to be confirmed)**