**National Membership/Community Development Manager**

*A need to reach out sometimes hand to hand –*

*And then find Earth less like an alien land:*

*A need for alliance to defeat*

*The whisperers at the corner of the street:*

*A need for inns on roads, islands in seas, halts for discoveries to be shared,*

*Maps checked and notes compared:*

*A need at times of each for each*

*Direct as the need of throat and tongue for speech.*

From 'Not Love Perhaps' by A. J. Tessimond

* **Duration:** Permanent
* **Salary:** £20,000 to £27,000 per annum
* **Working Hours/Pattern:** Full Time, 35 hours per week. Monday to Friday, 0900-1700 hours.
* **Annual Leave:** 30 days per year plus bank holidays
* **Location:** The Reader, Mansion House, Calderstones Park, Liverpool L18 3JB (National travel may be required)
* **Reporting to:** Head of Communications

**About this role:**

This role is responsible for helping to grow a thriving national community of Shared Reading volunteers and group members. You will be leading the marketing activities which will attract more volunteers and group members to get involved with shared reading. You will deliver a programme of communications and engagement activities to strengthen relationships between The Reader’s core team, the volunteers we train and the people who attend our reading groups. You’ll also be a central member of a newly established Digital Project team working to develop a brand new digital infrastructure to support The Reader’s national community. We are looking for a creative, people person who is driven by The Reader’s social mission and motivated by the plans to develop a national shared reading movement, with thousands of Readers who feel connected, inspired and supported.

**Key responsibilities**:

* Work collaboratively to develop creative marketing strategies to drive volunteer numbers to meet agreed targets and responsible for developing engaging key messages that connect and inspire the Reader community of volunteers and group members
* Lead on the delivery of specific marketing activities, managing budget and third party providers where appropriate
* Develop and implement an annual communications and engagement plan for the Shared Reading Community, integrating local, regional, national and digital activity
* Project manage a series of regional community events, overseeing all aspects of event organisation including marketing, content, material development and evaluation
* Manage a roadshow of refresher training events, designed to inspire and support volunteers to set up shared reading groups and connect with The Reader’s national community
* Devise communications and materials to inspire and support volunteers to grow their group membership
* Work on a newly established Digital Project team to develop and implement a digital volunteer support system, with specific responsibility for organising a series of volunteer co-creation workshops, delivering the roll out plan for launch and working on the content strand
* Monitor the volunteer website, respond to queries and use data and insight to produce high quality content in collaboration with the Learning Team
* Act as relationship manager for a group of volunteer Shared Reading Organisers who are leading a network of groups in their area, ensuring that they feel well supported and work with the Learning Team to provide them with materials, support and peer learning opportunities
* Work with the Development and Finance teams to deliver a strategy for community fundraising, ensuring that volunteers have the materials and guidance they need to conduct local fundraising and there are clear systems and processes in place
* Develop a content plan for Volunteer newsletters, ensuring volunteers get regular, inspiring communications
* Monitor, and regularly report on, the usage and engagement of the digital volunteer support system, proactively looking for opportunities for improvement
* Responsible for making sure volunteer feedback and learning is shared and acted on
* Write content for reports for funders when needed
* Work closely with the Monitoring and Evaluation Manager to maximise the collection of data from our volunteers and group members
* Devise communications activities for shared reading group members, ensuring that group members have the opportunity to receive regular communications and learn about other opportunities and events happening across the Community
* Work closely with the Head of Operations to make sure project requirements are met.

**Person specification:**

**Essential Criteria**

* Be able to demonstrate an understanding of the work of The Reader and its social values and have a good understanding of the purpose and social mission of The Reader to be able to increase and grow shared reading across the UK
* At least 3 years’ experience working in a relevant membership, marketing or communications role
* Event management experience, having delivered events from inception to evaluation
* Proven ability to produce high quality, engaging marketing copy in a tone that is engaging and relevant to the target audience
* Excellent relationship and community builder – able to establish trusting, supportive relationships with individuals and groups quickly and effectively
* Digital communications experience, including experience working with newsletter software and Content Management system
* Strong project management skills with experience of planning and implementing the work of a team to successful achievement of specific goals.
* Proven experience of working collaboratively with a range of different teams to deliver targets
* Ability to juggle competing priorities whilst hitting deadlines and maintaining a high standard of work
* Excellent IT skills, especially Microsoft Office and practical experience of using a Customer Relationship Management system

**Desirable Criteria**

* Marketing or Communications qualification
* Practical experience of shared reading
* Experience of working in the voluntary, charity, social care or Arts sector
* Community or individual fundraising experience
* Proficient on in-design or other design software, and/or video editing experience

**How to Apply**

Note. Please do not just send in a CV. We will only consider applications that adhere to the following process -

Visit [www.thereader.org.uk](http://www.thereader.org.uk/) and select the ‘Get Involved Section’ where you will be able to view the full job description, recruitment pack and download an application form. Please complete the application form and submit to [kateharrison@thereader.org.uk](mailto:kateharrison@thereader.org.uk)

**Deadline for applications:** 9 am, Friday 23rd March 2018

NB: applications arriving after **9am** will not be considered

**Selection Process:** If successful at shortlisting you will be invited to attend a panel interview. You may be required to complete a selection task at the interview if this is the case you will be informed of this prior to the interview date.

A high volume of applications may make replies to everyone impossible. If you have not heard from us by 4th April 2018 then unfortunately your application has been unsuccessful.

Role to start as soon as possible