

**Job Description**

**Communications Coordinator**

*‘You think your pain and your heartbreak are unprecedented in the history of the world, but then you read. It was books that taught me that the things that tormented me most were the very things that connected me with all the people who were alive, or who had ever been alive.’*

James Baldwin

**Based:** The Mansion House, Calderstones Park, Liverpool, L18 3JD

**Reports to:** Head ofCommunications

**Salary:** £17,000 – £22,000

**Hours:** Full Time

**Contract:** Permanent

**Job Purpose**

This role assists with the delivery of key communications activity and campaigns in The Reader’s live communications work plan. It also contributes to the productivity and efficiency of the team by providing process and administrative support.

**Key Responsibilities**

* Effectively contributes to campaign/project performance by planning, co-ordinating, delivering, evaluating and communicating as directed by colleagues.
* Coordinates requests for comms support from local Shared Reading hubs and other teams following agreed processes.
* Helps maintain The Reader’s social media presence, keeping it up to date and engaging, e.g. by drafting and scheduling social media posts, including images and video, for Twitter, Facebook, Instagram, YouTube and LinkedIn.
* Helps to organise and manage regional and national events.
* Coordinates content for The Reader’s monthly e-newsletter, along with solus mailshots, and monitors reach and engagement.
* Manages all active comms mailing lists in line with The Reader’s GDPR practices.
* Supports the monitoring and evaluation of all comms activity using the appropriate tools and processes, e.g. website performance - Google Analytics, paid social advertising - Facebook and pay-per-click advertising - Google AdWords.
* Undertakes regular horizon scanning to proactively identify opportunities that support delivery of the workplan.
* Monitors and reports on monthly comms activity, including PR, digital content and social media activity – capturing relevant analytics data and keeping it up to date in a timely manner.
* Provides a professional customer service response to enquiries sent to the comms inbox via The Reader website, e.g. running daily inbox checks and resolving and / or escalating as appropriate.
* Helps to edit and proofread content generated by the team.
* Helps to set up, distribute and analyse online surveys.
* Provides admin support for the comms team, such as job number set-up and purchase order processing.
* Actively contributes to effective communication within the team and with others across the organisation.
* Coordinates content for the internal weekly update that goes out to all staff and is responsible for reporting on engagement levels at weekly team meetings.
* Demonstrates a good personal understanding of The Reader’s audiences, work and external environment.
* Actively models The Reader’s ethos and values, and represents the organisation at external events.
* Attends a weekly Shared Reading group.

**Person Specification\***

Training and qualifications

* Relevant degree/professional qualification/experience (E).

Knowledge and experience

* Able to use Microsoft Office programmes, in particular Word and Excel, to a good standard (E).
* Experience of, and enthusiastic about, using social media and digital platforms, such as MailChimp and Hootsuite (E).
* Experience of working in a dynamic and fast-paced communications role (E).
* Experience of using content management systems (E).
* Understanding of the charitable/social enterprise sector (D).
* Experience of editing images and videos (D).

Skills and abilities

* Ability to work well in a team, but also able to work independently (E).
* Excellent communication skills, both verbal and written with the ability to adjust tone depending on the audience (E).
* Experience of managing events (D).
* Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation (E).

Personal qualities

* Demonstrates a good personal understanding of the wider work of The Reader, its social values and has of the purpose and social mission of The Reader (E).
* Cares about being part of an organisation that values people and literature (E).
* Able to organise workload and time productively (E).
* Motivated and proactive, and willing to contribute ideas (E).
* Proven ability to handle a varied workload with strong prioritisation and initiative (E).
* Committed to providing a high standard of work and continuous improvement (E).
* Openness to learn, respond and adapt to new challenges (E).

\*E = Essential, D = Desirable

**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: Tuesday 5th March 2019**

NB: applications arriving after **5pm** 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 8th March then unfortunately your application has been unsuccessful.

Role to start as soon as possible