

Marketing Manager

VACANCY REFERENCE CODE: 24/2020

Please quote this code on the application form

'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:** Home based initially / The Mansion House, Calderstones Park, Liverpool, L18 3JD
- **Reports to:** Head of Communications
- **Salary:** £22,000 – £27,000 per annum, pro rata
- **Hours:** 28 hours a week, Monday to Sunday Flexible working hours will be considered. Some out of hours working will be required as our site is open 7 days a week
- **Contract:** Permanent

About The Reader

The Reader is a national charity that wants to bring about a reading revolution so that everyone can experience and enjoy great literature, which we believe is a tool for helping humans survive and live well.

Through a growing movement of 1,000 volunteers and partners across different sectors, we currently bring over 2,500 people together each month to share and discuss great novels, plays and poems. We call this Shared Reading.

By reading with school groups, families, adults, looked after children, older people in care homes, adults with physical and / or mental health conditions, people coping with or recovering from addiction and individuals in the criminal justice system, our work is helping to improve wellbeing, reduce isolation and build stronger communities.

Everything we do – from our Shared Reading groups to our social enterprises, from our publications to The Reader Storybarn – creates lively, connected, warm communities by bringing people together and books to life.

About Calderstones

In late summer 2019, The Reader reopened the doors to the Grade II listed Mansion House in Calderstones Park following a £5M refurbishment project.

Alongside the Storybarn, the Café and the Ice Cream Parlour, the restored Mansion House became The Reader at Calderstones - the first community of its kind in the UK (and indeed the world) and home to our headquarters. Here, the Communications team supports a vibrant and diverse programme of events, all tied together with the golden thread of literature - be it a Shared Reading group for new parents, a gardening group, or an outdoor theatre event.

After opening the doors in 2019 our offer at Calderstones attracted significant numbers of visitors and we had lots of ideas as to what would happen next - so it was heart-breaking to see things stop in March 2020.

About The Team

The Communications team is a vital part of the charity's core team and its work supports The Reader's strategic goals of:

- growing the Shared Reading movement and
- successfully establishing Calderstones and its businesses.

We work hard and creatively to get our complex messages in front of diverse audiences, including funders and commissioners, volunteers and Shared Reading group members, visitors who come to Calderstones to engage with our programme and / or who are our social enterprise customers, along with donors, magazine subscribers, our Friends, and many others.

This is a key role in the Communications team, which sits in the newly formed Literature Directorate. As a member of the Literature Directorate you'll be a keen reader, willing to learn more about reading, and the power of our work. You'll be required to contribute creative ideas to the Literature Directorate's creative annual programme of reading, which serves and gives structure to the entire organisation.

This role could be right for you, if you:

- Are an experienced Communications practitioner and excellent project juggler
- Are able to think strategically while rolling your sleeves up and delivering practical work
- Are highly organised and able to organise others
- Thrive in a fast-paced environment with a varied workload
- Bring a fresh mind-set to every project you work on – no matter the size of the task
- Want to join a purpose-driven organisation, with flexible working practices (and when we can go back to it) an inspiring park-based location

If you were in post three months ago, here are the sorts of projects you'd have worked on:

- Delivery of a winter fundraising campaign
- Managing comms element of Derek Bardowell *No Win Race* online author event
- Working with an external supplier on the production of a film highlighting the impact of Shared Reading
- Liaising with our funder, People's Postcode Lottery, on filming arrangements for ITV

- Responding to incoming ad hoc requests from other teams - from producing a poster to briefing the Director for a conference speech
- Input into physical signage around the Calderstones site – creating the design approach

Key responsibilities

- Create and lead on delivery of a broad range of multi-channel communications campaigns.
- Collaborate closely with teams across the organisation to shape projects and ensure smooth delivery of the brief.
- Report on the impact of campaign activity.
- Input into the organisational comms plan and KPI setting.
- Understand and contribute to the wider work of the Literature Directorate
- Provide practical support to the Head of Communications in the delivery of our communications work plan.
- Support other members of the team on projects as needed.
- Attend project, team and organisation-wide meetings as needed, taking part in discussions, sharing ideas and taking on board the suggestions of others.

Person specification

Essential

- Understands The Reader's values, keen to work in a values-driven organisation, and to develop personally and professionally.
- Cares about the place of reading in the world.
- An understanding of the complexities of working in a purpose-driven organisation, balancing commercial necessity with strong values and ethical standards.
- Proven experience of leading and delivering comms campaigns in a fast-paced, creative organisation.
- Adaptable and able to produce work of the highest quality at all times.
- Experience of developing and delivering an integrated marketing and communications plan, informed by organisational priorities and programme delivery.
- Excellent communication skills, both verbal and written.
- Has the ability to use own initiative, can demonstrate practical common sense, and work independently as well as with stakeholders across the organisation.
- Excellent project management skills, organised and methodical, with a keen eye for detail and ability to meet tight deadlines.
- Experience of aligning campaigns to outcomes and reporting on impact
- Competent and experienced in a wide range of IT tools, e.g. MS Office, Mailchimp, WordPress, Canva, Hootsuite.
- Adaptable and skilled at managing multiple projects at the same time.

Desirable

- Experience of the charitable/social enterprise sector.
- Experience of designing printed and digital materials using InDesign, Illustrator, Photoshop.
- Experience of fundraising and individual giving schemes.

Personal qualities

- Demonstrates a good personal understanding of the wider work of The Reader, its social values and of the purpose and social mission of The Reader.
- Cares about being part of an organisation that values people and literature.
- Ability to work well in a team, but also able to work independently.
- Able to organise workload and time productively.
- Motivated, proactive, and willing to contribute ideas.
- Proven ability to handle a varied workload with strong prioritisation and initiative.
- Committed to providing a high standard of work and continuous improvement.
- Openness to learn, respond and adapt to new challenges.
- Attend a weekly Shared Reading group.

Training and qualifications

- Degree or equivalent relevant professional qualifications, or demonstrable extensive practical 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 and select the 'Get Involved' tab where you will be able to view the full job description and download an application form. Please complete the application form how you meet the requirements of this role, to laurakershaw@thereader.org.uk

Deadline for applications: 9am, Friday 8th January 2021

A high volume of applications may make replies to everyone impossible.