

Job Description

Communications Coordinator

VACANCY REFERENCE CODE: 13/2021

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: Marketing & Communications Manager

Salary: £17,000 – £22,000

Hours: 35 hours a week Monday – Friday, with weekend working as and when required. Flexible working arrangements will be considered

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 volunteers and partners across different sectors, we bring thousands of 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 and activities, all held 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. We're now looking forward to gradually reopening the site and bringing back our programmed and commercial events.

About The Team

The Communications Coordinator is a key role in a small, agile and multi-tasking team of communications professionals. 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 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.

There are many tasks involved in the role that aren't explicitly stated above because they are assumed to be covered in the broader points above. Examples here include, but aren't limited to:

This role could be right for you, if you:

- Already have some communications experience within a charity or a similar arts and culture organisation.
- Are passionate about digital communications and the role that they play in the communications mix.
- Thrive in a fast-paced environment with a varied workload where prioritising and collaboration are key.
- Are an excellent project juggler with an ability to organise others
- Want to join a purpose-driven organisation, with flexible working practices (and when we can go back to it) an inspiring park-based location
- Understand why great literature and reading together is so valuable to human beings.

If you were in post last month, here are the sorts of projects you'd have worked across:

- Scheduling and managing our weekly social media activity.
- Leading on the monthly production cycle of our e-newsletters – coordinating content contributions, writing copy, building emails and distributing to deadline.
- Posting and promoting our multimedia daily readings content across different platforms, including Facebook Live.
- Sending event bulletins to relevant media and posting listings on third party sites.
- Promoting and hosting a series of online author events held in partnership with Sefton Borough of Culture.
- Supporting our People Team with the formatting of The Reader's new employee handbook.
- Producing posters and other assets to promote the Storybarn team's new virtual birthday party offer using Canva.
- Formatting case studies into a branded template using Adobe InDesign.

Key Responsibilities

1. Responsible for maintaining The Reader's social media presence, keeping it up to date and engaging, e.g. by planning, drafting and scheduling social media posts, including images, video and audio content across Twitter, Facebook, Instagram, YouTube, LinkedIn and SoundCloud.
2. Responsible for maintaining The Reader website, ensuring content is regularly kept up-to-date across the site.
3. Responsible for coordinating the production of the organisation's e-newsletter schedule, including reporting on reach and engagement, and producing solus mailshots from time to time.
4. Effectively contributes to campaign/project performance by planning, co-ordinating, delivering, evaluating and communicating as directed by colleagues.
5. Coordinates content for the internal weekly update that goes out to all staff and is responsible for reporting on engagement levels at monthly team meetings.
6. Responds to ad hoc requests for comms support from across the organisation, working independently or with other members of the team as needed.
7. Supports the delivery of marketing campaigns for commercial and programme-related activity at Calderstones, including box office support for events, as directed.
8. Promotion of Reader events nationally and at Calderstones, providing additional support with guidance from the team.
9. Provides first-line response to internal and external enquiries sent to the comms inbox, running daily inbox checks and resolving and / or escalating as appropriate.
10. Responsible for 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.
11. Manages active comms mailing lists in line with The Reader's GDPR practices.
12. Providing ad hoc support for updating the online community hub (our dedicated website for volunteers) which is owned by the teaching and learning team.

13. Undertakes regular horizon scanning to proactively identify opportunities that support delivery of the workplan, including awareness days, key dates in the literary calendar and sector awards.
14. Provides admin support for the comms team, such as job number set-up, purchase order generation and tracking PR clippings.
15. Provides editing and proofreading support to the team when requested.
16. Actively contributes to effective communication within the team and with others across the organisation.
17. Demonstrates a good personal understanding of The Reader's audiences, work and external environment.
18. Actively models The Reader's ethos and values, and represents the organisation at external events.
19. Attends a weekly Shared Reading group.

Person Specification*

Training and qualifications

- Degree or equivalent relevant professional qualifications, or demonstrable extensive practical experience (E).

Knowledge and experience

- At least two years' experience of working in a dynamic and fast-paced communications role (E).
- Experience of, and passionate about, using social media and digital platforms, such as MailChimp, Canva and Hootsuite (E).
- Experience of using content management systems, such as WordPress (E).
- Able to use Microsoft Office programmes, in particular Word and Excel, to a high standard (E).
- Experience of editing images and videos (D).
- Experience of ticketing systems (D).
- Understanding of the charitable/social enterprise sector (D).

Skills and abilities

- Ability to work well in a team, but also able to work independently (E).
- 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).
- Excellent communication skills, both verbal and written with the ability to adjust tone depending on the audience (E).
- Experience of managing events (D).

Personal qualities

- Cares about being part of an organisation that values people and literature (E).
- Able to prioritise workload and manage time effectively (E).
- Motivated and proactive, willing to contribute ideas and invite feedback (E).
- Thrives on working across a varied and fast-paced workload, bringing a positive mindset to all projects (E).

- Committed to providing a high standard of work at all times (E).
- Shows an openness to learn and adapt to new challenges, and collaborative ways of working (E).
- Demonstrates an excellent personal understanding of the work of The Reader, its values and mission (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 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, Tuesday 27 April.

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

Date: March 2021