

# JOIN THE READER TEAM





# WELCOME

**Thank you for your interest in working with us. We hope that in return we can offer you an exciting and varied job, a career filled with purpose, development opportunities and many additional benefits.**

The Reader is a national charity that uses the power of literature and reading aloud to transform lives. Everyone who works with us, regardless of their job title, plays a part in contributing to this. Our Shared Reading model brings people together to read great stories and poems - creating powerful moments of connection. In a world that feels increasingly divided, and with increased pressures on our mental health, Shared Reading offers us time and space to share what matters to us.

"Shared Reading gave me the confidence to believe in myself. I'd never experienced anything like it; just talking about what came up in our minds as we read the text. It was a small group, and nobody was trying to show off in a way that sometimes happens in academia.

It was gentle, and kind, and lovely. I thought it was amazing. I realised I didn't need any literary experience. In fact, I didn't need anything besides the openness to engage, connect and be present."

**Mariana**  
**Storybarn Coordinator**



We are very proud that wellbeing has been and always will be a priority here, and many of our staff stay with us for a long time because of this.

We are committed to benchmarking our salaries regularly to ensure we provide good pay in a competitive sector, offering opportunities for personal development and career progression and enabling staff to experience the life-changing benefits of Shared Reading.

We are based at the beautiful Mansion House in Calderstones Park in South Liverpool, and a nationwide charity whose values and ethos span our remote team and the communities we support. The Reader is a place unlike any other, where everyone is welcome, and where anyone can come to experience literature, find and share meaning, be nourished, develop new skills and explore creativity. Our work is supported by a collective of commissioners, grant funders, corporate partners and individuals.

**Jemma Guerrier**

Managing Director



"At The Reader you are a person, you're thought of as a complete individual and your needs are taken into account. It's allowed me to 100% be myself at work."





# WHAT SHARED READING DOES

"It's about feelings.  
It's about reading something and saying 'that's just made me feel this' - it's about connection. That's what happens in the room in between the story."

If you're new to literature or not, the impact of getting together and connecting through reading aloud, whether a book or poem, is at the heart of everything we do. In contrast to traditional reading groups, in our Shared Reading sessions the reading takes place within the groups themselves, rather than in advance. The liveness of the reading opens up space for new thoughts to emerge and new connections to be forged. We read 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.

We know that our work is helping to improve wellbeing, reduce isolation and build stronger communities. We offer the opportunity for all our staff members to experience and benefit from shared reading. It is open to all and you don't need to be academic or have previous experience with literature. You might be surprised at what shared reading can do for you too.

**Katie Clark**  
Director of Literature



**85%**

say Shared Reading helps them to understand other people better

**95%**

say Shared Reading makes me feel better

**95%**

look forward to their group as an important part of their week





# STAFF BENEFITS

- **Generous holiday entitlement.**
- **Holiday exchange scheme.**
- **Flexible working options including home, hybrid and remote options.**
- **A chance to experience the benefits of Shared Reading.**
- **Employee Assistance Programme.**
- **Hardship Fund.**
- **Enhancements to statutory provision for maternity / paternity and sickness absence.**
- **Beautiful head office location.**
- **Free onsite parking.**
- **Regular opportunities to visit for remote staff.**



**Hear from our people in their own words  
about why they love working at The Reader:**

**"If you're looking for an employer who cares about you and your wellbeing  
then it's the right place."**

We are extremely invested in the wellbeing of our people, particularly when it comes to mental health and vulnerability.

**"There is always a very open dialogue with regards to new roles. I was  
encouraged to go for another role if it was out there. I was allowed to develop  
as I could and make my own decisions."**

We are hugely supportive of career development and proactively provide opportunities for our people to develop and grow. We offer lots of different progression paths, including into other roles and departments.

**"When I'm having a bad day I tell myself that I'm helping support the people  
who deliver those Shared Reading groups."**

We are mission driven and values led. We offer company wide annual 'Think Days' where we all get together to enjoy Shared Reading.

# OUR VALUES

**Our values reflect and shape our behaviour and guide our volunteers, staff, trustees and supporters as we work together to bring people together and books to life.**



## **We read to lead**

Great literature is in our DNA, developing imagination, deepening understanding and expanding experience. Reading is also about the kind of attention and understanding we give to our actions, other people and the wider world.

## **We are kind but bold**

Through kindness we inspire ourselves, and others, to do more than we might have thought possible, always aiming for encouragement and trust. But we are bold, too, in saying what we mean as clearly as we can.

## **We make our own pattern in the world**

We don't simply do as others do, we try to work out what is good and right, and do that. We value innovation, foresight and bold ideas in every part of our organisation.

## **We learn from experience and we learn through our mistakes**

We're not afraid of owning our mistakes: understanding them helps us grow. We try to be creative in difficult situations, lively-minded and willing to learn.

## **We love The Reader and take responsibility for it**

Everyone at The Reader is The Reader. We each take responsibility for making The Reader as good as it can be: we pick up the rubbish, speak up when we've made a mistake, notice and try to fix the glitches.





# BELONGING AT THE READER

## Our diversity, equality and inclusion statement



In a nearly twenty-year history of developing Shared Reading groups, The Reader has created thousands of warm and welcoming spaces where all comers are seen and, when they choose to speak, heard.

We consciously work to build the same warm and welcoming feeling, the feeling of belonging, in our workplace. Kindness is one of our values and it helps us care about how we treat each other, always aiming for encouragement, openness and trust.

We use our values to try to ensure The Reader is a thoughtful environment, and we ask all colleagues to be bold, building an environment where all needs and concerns can be raised, listened to, and when possible acted upon. So we'll ask you to tell us if you have any specific needs or if there are things we can do to make you feel more at ease.

One of our values is 'we make our own pattern in the world' and we do that by appointing the best candidate to the role. Current employees and applicants for jobs will always be considered on their abilities and will not be discriminated against on the grounds of age, caring responsibilities, colour, disability, employment status, sex, gender, gender identity, marital status, nationality, race or ethnic origin, religion or belief, sexual orientation or socio-economic status.

In our commitment to build diversity into our teams and programmes, we are particularly keen to receive applications from people from black, Asian and minority ethnic backgrounds; LGBTQ+; those with disabilities, those with unconventional life experience or educational background.

**If you require any reasonable adjustments during our recruitment processes, including assistance with reading this page or documents linked to below, please contact [jobs@thereader.org.uk](mailto:jobs@thereader.org.uk)**

# APPLICATION PROCESS

"The Reader staff are a warm, generous and supportive team. A real cliché but it really does feel like one big family where everyone has your back."



**All employment offers are conditional upon receipt of two satisfactory professional references. Referees will be sought from an applicant once an offer of employment is made and referees will not be approached without the applicant's permission. Where necessary and appropriate for the role, a relevant DBS check will be undertaken as part of the onboarding process.**

## How to apply

Visit [thereader.org.uk/jobs](http://thereader.org.uk/jobs) to download an application form. Once completed, please send to [laurakershaw@thereader.org.uk](mailto:laurakershaw@thereader.org.uk). Unfortunately, if we receive a high volume of applications, we may not be able to reply to everyone individually.

## Equal opportunities

We are committed to attracting diverse candidates. Applicants who meet our minimum (essential) criteria and identify as one of the following will be guaranteed an interview: Black, Asian and Minority Ethnic, LGBTQ+, those with disabilities, those with unconventional life experience or educational background.

## Selection process

If successful at shortlisting, you will be invited to interview. There may be an informal stage for some roles, for other roles we may also ask you to complete a task ahead of or at the interview, and for some roles we will hold a second stage interview. We will keep you informed of our expectations during the process. We will provide all interview questions in advance.

## Attending the interview

We will cover travel expenses for anyone who is not currently in a position to do so. If you need any more information on the format of the interview, who will be interviewing, and what to expect on the day, please contact [laurakershaw@thereader.org.uk](mailto:laurakershaw@thereader.org.uk).

**If you have any special requirements, please let us know in advance and we will be happy to make any adjustments needed.**



# MARKETING & COMMUNICATIONS COORDINATOR

<b>HOURS/FTE:</b>	35 hours per week / 1 FTE (Flexible working arrangements considered. Some out of hours work required as the Calderstones site is open 7 days a week.)
<b>REPORTS TO:</b>	Marketing Manager
<b>BASED:</b>	Hybrid available but must be able to work at The Mansion House, Calderstones Park, Liverpool, L18 3JB at least 60% of working week
<b>CONTRACT:</b>	Permanent
<b>SALARY:</b>	£23,665.96
<b>CLOSING DATE:</b>	9am, Thursday 30 <sup>th</sup> October
<b>VACANCY REF CODE:</b>	CO_241025

## About the Role and Key Responsibilities

For over twenty years, The Reader has been building a community of Shared Reading groups at our home in Liverpool's Calderstones park, across the UK and around the world. Here, people connect and share experiences using stories and poems. There is no pressure to talk or read aloud. We believe that literature's unique power has the potential to connect individuals, help us feel better and to rebuild lost social bonds. We believe that Shared Reading is needed now more than ever.

In the past two years, The Reader's small but mighty Marketing, Communications & Digital team has established brand new ways of working, laid strong foundations for the future and developed new ways of reaching audiences and building our brand.

The Marketing & Communications Coordinator plays a key role in the team, leading on the creation and delivery of our content for social media, websites and regular newsletters and providing support for campaigns for The Reader's UK-wide Shared Reading activity, as well as our busy public venue based in Liverpool's Calderstones Park. One day you might be developing a social media campaign for our new open-air cinema, and another you will be creating impactful newsletters to help us raise money for our project working with care experienced children.

You will report to the Marketing Manager but will support – and have the opportunity to learn from – a number of colleagues working across marketing, communications and digital, projects. There is plenty of room for growth, development and creativity in this role and the successful candidate will be encouraged and empowered to explore new tools and new ideas.

## **Key Responsibilities**

### **Knowledge and Skills**

- Responsible for delivering The Reader's social media strategy by maintaining a monthly planner, ensuring that content is fresh and impactful and engages audiences across our accounts on multiple platforms.
- Responsible for the creation of The Reader's public facing newsletters, sourcing and producing great content from across the organisation and using reporting tools to constantly improve and modify the approach.
- Responsible for generating audience segments for newsletter campaigns based on booking history or preferences.
- Responsible for updating and maintaining information on The Reader's public-facing website, ensuring content is fresh and accurate.
- Responsible for producing printed and digital marketing and communications collateral and templates for the organisation adhering to The Reader's brand guidelines.
- Proven experience in confidently writing for different platforms such as websites, social media, email newsletters.
- Responsible for keeping up to date public facing promotional materials across the Calderstones site including posters, flyers and digital screens.
- Provide ad hoc support for updating the Online Community Hub (our dedicated website for volunteers).
- Provide editing and proofreading support to the team when requested.

### **Leadership and People Management**

- Responsible for training and supporting colleagues to confidently use promotional template documents, and adapting or producing new templates as required.
- Actively model The Reader's ethos and values and represents the organisation at external events as required.

### **Communication**

- Coordinate content from across the organisation for the internal Weekly Update that goes out to all internal staff and is responsible for reporting on engagement levels at monthly team meetings.
- 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.
- Demonstrates a good personal understanding of The Reader's audiences, work and external environment.



## **Liaison and Networking**

- Responsible keeping listings websites up to date – proactively seeking out new opportunities and contacts.
- Represents the Marketing & Communications team at internal meetings as required.
- Occasionally conduct in-person surveys with attendees at some of our events and activities, as well as customers around the Calderstones building, to help us build a better picture of who our audiences are.

## **Planning and Organising**

- 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.
- Contributes appropriate metrics and insights from social media platforms and emails to team monitoring planners to support data-informed decision making.
- Coordinate photography and filming requirements, and be present at shoots as required to seek consent from participants.
- Responsible for managing The Reader's organisational multimedia database – ensuring that images and videos are efficiently downloaded, kept up to date, and appropriately organised. Be key point of contact for colleagues across the organisation requiring multimedia. Maintain The Reader's public YouTube site.
- Responsible for processing media consent information and storing permissions data securely.

## **Initiative and Problem Solving**

- Responds to ad hoc requests for marketing & communications support from across the organisation, working independently or with other members of the team as needed.
- Prioritise requests for marketing and communications support.

## **Decision Making and Freedom to Act**

- First-line response for social media comments or enquiries, adhering to company policies or escalates as appropriate when there is potential controversy or an emerging crisis.
- Provides support for PR Manager as required, becoming first line of contact for media when Manager is unavailable and triaging queries and requests appropriately.

## **Teamworking and Collaboration**

- Effectively contribute to campaign/project performance by working closely with Marketing & Communications colleague to plan, coordinate and deliver campaigns for commercial and programme-related activity and events nationally and at Calderstones.
- Build the confidence of colleagues in various teams to source and contribute engaging content to share with audiences on social media and in newsletters, suggesting ways to improve reach and engagement.

- Provides administrative support for the comms team, such as sourcing quotes, researching local groups or audiences and purchase order generation.
- Provides support to the Box Office Manager as required, by monitoring the ticketing inbox and assisting with Box Office duties at some events.
- Any other duties commensurate with the grade, including taking part in, or leading a Shared Reading group.

## **Person Specification**

- Understanding of The Reader's Mission and Values, and a commitment to promoting Shared Reading across diverse communities.
- Professional experience of working within a dynamic and fast-paced marketing and communications team.
- Proven experience of creating engaging content for social media, websites and email newsletters, with a good understanding of current and emerging trends.
- Excellent copy writing skills with proven experience in adapting copy and content for various platforms and specific audiences.
- Strong verbal communication skills with an ability to confidently collaborate with colleagues and speak about the work of The Reader to external parties.
- A keenness and ability to suggest and develop new creative ideas to test and learn.
- Ability to access and gather available metrics and insights to measure and improve social media and email campaigns.
- Confident user of design tools such as Canva and other digital platforms such as Wordpress, Mailchimp and Hootsuite.
- Experience of working within brand guidelines, including visual identity and tone of voice.
- Willingness to explore new tools emerging in the marketing and communications field to try new ways of working and share with other colleagues.
- Able to use Microsoft Office programmes, in particular Word and Excel, to a high standard.
- Strong organisational skills and ability to prioritise workload.
- Ability to work well in a team, but also able to work independently.
- Proactively learn and develop to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation.
- Cares about being part of an organisation that values people and literature.
- Able to prioritise workload and manage time effectively.
- Motivated and proactive, willing to contribute ideas and invite feedback.
- Thrives on working across a varied and fast-paced workload, bringing a positive mindset to all projects.
- Committed to providing a high standard of work at all times.
- Shows an openness to learn and adapt to new challenges, and collaborative ways of working.
- Demonstrates an excellent personal understanding of the work of The Reader, its values and mission.



If you're inspired by our mission, are looking for a new challenge, and want to work for a forward-thinking organisation at a really interesting time, we'd love to hear from you. Please send your completed application forms to [laurakershaw@thereader.org.uk](mailto:laurakershaw@thereader.org.uk)

## Find Out More

### Visit our website

For the latest opportunities and news, along with ways you can get support the Reading Revolution and details of where to find a Shared Reading group, visit [thereader.org.uk](http://thereader.org.uk)

### Follow us on social media

Follow @thereaderorg on Facebook, Twitter and Instagram for all the latest updates.

### Drop into a group

Experience the joy of reading aloud together in a Shared Reading group - for free and for everyone. Visit the website or call 0151 729 2200 to find a group near you.

### Tune into The Reader podcast

Discover what our Reading Revolution is all about and help spread the word. Listen on Spotify or Apple.



Find us @thereaderorg



The Reader is supported by:



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