

# 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 MANAGER

|                               |   |
|-------------------------------|---|
| <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:<br/>BASED:</b> | Associate Director of Marketing, Communications & Digital<br>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>                | £30,005.14  |
| <b>CLOSING DATE:</b>          | 9am, 30th October 2025  |
| <b>VACANCY REF<br/>CODE:</b>  | MA_301025   |

## 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.

Change takes time, but this comprehensive new approach is making an impact. Recent successes include: media coverage increased **164%**, ticket income increased **83%**, searches on our website to find a local Shared Reading group increased **218%**, our social media engagement has **grown** across the board, applications for volunteers to read with care experienced children **tripled**, moved to a great new **box office** provider, Memberships have increased by **74%**, transformed our approach to **audience insight**, and we have new burgeoning collaborations and partnerships.

As The Reader embarks on a new Business Plan to take us up to 2030, this brand-new role will increase the ability of The Reader to reach its goals around profile growth, increased income and improved communication across its work as a national charity and busy Liverpool-based public venue. You will lead on a fresh, ambitious approach to integrated marketing campaign planning and delivery and the rollout of a refreshed brand across our UK-wide activity and busy public venue in Liverpool to grow participation at Shared Reading groups and increase unrestricted revenue. A key aim will be to take advantage of – and continue to develop – our improved audience insight data and marketing metrics to provide more insight into how campaigns are performing and shape future planning.

### **Knowledge and Skills**

- Draw on your specialist marketing experience to develop and drive impactful, integrated campaigns to raise awareness of Shared Reading groups across the UK, tailoring the approach for priority audiences and various locations in order to grow participation numbers.
- Develop and drive effective and creative campaigns to increase income and attendance at our busy public venue in Calderstones Park, from ticketed programme, to private events and customer footfall in our multiple cafes and bookshop.
- Work closely with colleagues to develop impactful content and collateral to encourage donations and hit our fundraising targets during annual appeals.
- Work across the marketing mix, from design and print to advertising and digital content, ensuring that our campaigns are dynamic and make the most of available resources including The Reader's literary expertise.
- Draw on your expertise in gathering and interpreting metrics and tools for campaign measurement and collaborate with colleagues to develop a clear picture of how we are doing and ways to improve.
- Adapt and develop campaigns for priority audiences in line with the organisation's new audience development strategy.
- Act as brand manager and main point of sign-off for external facing collateral, ensuring that all materials adhere to our newly revived visual identity.
- Use our audience segmentation tools to inform and adapt campaigns aimed at attracting or growing specific groups.
- Empower, inspire and equip teams, volunteers and partners to communicate about The Reader's work as relevant in their roles, providing clear guidance on brand parameters and processes and providing marketing advice.
- Commission high-quality multimedia assets including graphic design, photography, video and animation.

### **Leadership and People Management**

- Directly manage and mentor the Marketing & Communications Coordinator, conducting regular meetings and annual appraisals and providing ongoing constructive feedback. Manage their workflow and define priorities for delivery.
- Manage our freelance designers, animators and photographers, building positive and collaborative relationships, and ensuring commissions are delivered on time and on budget.



- Manage relationship with our website development agency, commissioning them to continually develop our three websites and ensuring that work meets the brief, and is delivered on time and on budget.
- With strong people skills, you'll inspire a range of colleagues about how effective marketing can help them deliver their priorities and advise on the best way to approach this.

## **Communication**

- Become a powerful advocate for Shared Reading and use your strong verbal and written communication skills to distil a range complex ideas and clearly articulate our programmes and purpose.
- Support the Associate Director of Marketing, Communications & Digital to establish The Reader's language and tone of voice across our broad range of users, audiences and platforms to ensure all communication is in line with our values.
- Understand and prioritise the relevant requests and requirements of departments and colleagues across the organisation and communicate as appropriate how the team will proceed.
- Build the relevant skills and understanding of The Reader brand and marketing and communications tools for a range of stakeholders with varied levels of marketing experience including volunteers and third-party agencies.

## **Liaison and Networking**

- Ability to build excellent internal working relationships, in particular with colleagues in Programming, Events, Operations, Volunteer Experience, People, Finance, Monitoring & Evaluation, Development, Children and Young People and Shared Reading Practice.
- Manage positive working partnerships with our family of freelancers and recruit new contacts for us to work with.
- Collaborate with Marketing & Communications teams at partner organisations across the country to develop joined-up campaigns and maximise opportunities to reach new audiences.
- Develop your own external network of marketing and communications professionals to create and deliver co-promotions with, and to share experience and best practice.
- 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**

- Collaborate with your Marketing & Communications colleagues to coordinate joined-up and synchronized activity reaching the right audiences at the right time.
- Be responsible for the annual Core Marketing Budget, ensuring that all budget lines are planned and recorded accurately and for maximum cost effectiveness,
- Produce clear, costed and considered campaign plans to share with colleagues and update on progress and results. Continually iterate to improve and refine effective ways in which we can reach our audiences.

## **Initiative and Problem Solving**

- Proactively ensure that decisions and ideas are informed with strong insight, clarity and data about our target audiences.
- Be bold in pitching new ideas to your colleagues, with a willingness to take ideas forward and evaluate their success.
- Take a proactive approach to identifying new audiences for The Reader's products and services.
- Give consideration to wider organisational factors, such as budgeting, funder requirements, data protection and safeguarding, when planning activity and consult with the relevant stakeholders to develop solutions if needed.

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

- You will manage campaign budgets, making recommendations and decisions for how project budgets can be most effectively spent.
- Confidently make decisions about the best way to progress requests and suggestions from colleagues across the organisation.
- You will be responsible for signing-off various assets and materials that have been created by external partners or colleagues.

## **Teamworking and Collaboration**

- Coordinate deadlines and campaign moments with PR Manager and Box Office Manager to ensure aligned delivery.
- Set up new internal ways of working to improve the coordination of our campaign planning.
- Gather and share useful metrics with colleagues to help build a holistic view of campaign success, and audience insights to support strategic decision making.
- Work cross-departmentally, and use your stakeholder management skills to enable teams to collaborate and contribute where required, whilst managing expectations.
- Work with the AD of Marketing, Communications & Digital to continue to develop the direction of the organisational identity.

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.
- A demonstrable track record of developing and delivering successful integrated marketing campaigns and overseeing their budgets and delivery.
- Outstanding copy writing capabilities – able to write engaging copy for a diverse B2B as well as B2C audience
- Experience in implementing brand guidelines
- A clear understanding of digital marketing channels and a confidence in working with new, and non-traditional forms of marketing



- Experience briefing freelance designers, filmmakers, animators and photographers and collaborating to produce high quality content.
- Experience of collaborating with website developers and uploading/editing content on an organisational website using tools such as WordPress.
- Proven experience in paid digital marketing (including social media and pay per click).
- A strong working knowledge of email marketing platforms, such as Mailchimp or Dotdigital as well as an understanding of current GDPR legislation.
- Ability to confidently use design tools such as Canva or InDesign and a working knowledge of design specifications and requirements.
- A strong understanding of how to use insight and analysis tools such as Google Analytics to measure campaign effectiveness.
- Experience of using A/B testing, data visualisation, and reporting.
- An understanding of audience segmentation models.
- Excellent project management skills, attention to detail and deadlines.
- High degree of creativity in approach and delivery.
- Resilient and able to work in a fast-paced environment.
- Flexible and adaptable – you can embrace change, thrive on working on a diverse range of tasks and are happy mucking in.
- Collaborative – you enjoy working in and across teams.
- Demonstrable commitment to fairness and the principles of equality and inclusion.

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



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