



Communications and Design Officer

Job Description & Person Specification

£27K actual salary – permanent, 37.5 hours per week. Remote working.

Flexible working patterns by discussion

About EmpathyLab

Empathy Lab is a charitable social enterprise whose mission is to raise an empathy-educated generation, inspired to build a better world for everyone. Research shows that reading builds real-life empathy, and we specialise in harnessing that power. By 2026 we aim to benefit one million children every year.

Our four programmes are an annual Read for Empathy book collection; the Empathy Day Festival every June; a schools' programme embedding sustained approaches; and innovative empathy education work with publishers, authors and illustrators.

With an established brand, we are now seeking a Communications and Design Officer to design, plan, and manage all digital content and campaigns to increase our reach and impact, manage our website, and create digital and filmed resources for use with schools, libraries, bookshops and families.

Working for EmpathyLab

You will be joining a small but dynamic and friendly team who work closely together, all working remotely. We are very happy to discuss flexible working or compressed hours. Staff wellbeing is of huge importance to us, and we encourage you to manage your time with your line manager for a good work/life balance.

Your usual place of work will be your home address. A company MAC laptop will be provided.

We have regular (quarterly) Team days where we meet in person to plan future projects and discuss key strategies. Occasionally you may be asked to travel for additional in person meetings. All travel and expenses are reimbursed.

Very occasional evening/weekend work may be required. TOIL is offered.

25 days per annum annual leave, with bank holidays and additional office closure days over Christmas.

Where possible training and mentoring opportunities are offered and encouraged to support your continuing professional development.

Key Responsibilities

- Work with the EmpathyLab team to plan, design, market and deliver our national programmes
- Keep the website updated and in good working order, using Wordpress
- Design resources, training materials and assets, using copy provided by the EmpathyLab team
- Lead on social media, planning campaigns, creating and scheduling content
- Lead on newsletter creation and planning, using Mailchimp
- Design and edit video content for EmpathyLab's social channels, website and national campaigns
- Use content creation tools such as Canva and the Adobe Creative Suite to create assets and resources
- Contribute to regular team meetings and participate in online (or occasionally in person) events with schools, publishers, authors/illustrators and libraries
- Demonstrable commitment to equity, diversity and inclusion

Experience, knowledge and skills

Essential

- Experience managing website content on Wordpress.com or similar software
- Experience managing social media for an organisation and using scheduling software
- Campaigns experience: an understanding of marketing and use of social media, and appropriate tone of voice for various channels
- Understanding of brand management and ability to work within brand guidelines
- Design skills and ability to work quickly and cohesively across campaigns
- Proficient in Adobe Creative Suite, particularly InDesign, Final Cut Pro
- Excellent copy writing skills, for web and social media content, traditional media and supporter newsletters
- Strong attention to detail
- Proficient in MS Office, in particular SharePoint, Word, Excel and PowerPoint

Desirable

- A background in children's books/education would be useful
- As an organisation that works closely with Welsh schools, a Welsh language speaker would be a bonus
- Understanding of SEO and analytic tools
- Understanding of GDPR compliance

Competencies

- Flexible and able to multitask
- To prioritise effectively and handle competing responsibilities
- Able to self-organise, work independently and efficiently
- Detail orientated: able to maintain brand and style consistency across all platforms
- Able to work well as part of a team, with excellent interpersonal and communication skills, online and in person
- Willingness to learn: be open-minded, flexible and eager to gain new skills
- Passion for the purpose and values of EmpathyLab
- To use initiative and creativity
- The ability to work collaboratively with our partners and stakeholders across diverse industries

Key relationships

- Line managed by Managing Director
- Works closely with our Operations & Impact Manager and Empathy Day Lead
- Supports our Schools Team
- Supports our Directors

Other requirements

- A commitment to our values, including an understanding of empathy
- A commitment to expanding your knowledge of the children's book world

We welcome applications from individuals of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, age, sexual orientation or religion, or other category protected by law.

Closing date for applications: Monday 17 March, 12:00 PM

Please send a short CV and one page covering letter telling us how your skills, knowledge and experience meet the needs of the role.

Email to: recruitment@empathylab.uk

Interviews will be held online during the fortnight beginning 24 March

Candidates invited to interview will be given a clear brief for a short design task to be completed in advance of the interview.