

## **RECRUITMENT STATEMENT**

Doorstep Library is committed to safeguarding and promoting the welfare of children, young people, and all those it comes into contact with. All employees undergo rigorous safer recruitment processes including specified interview questions, a DBS check, and the collection of written and/or verbal references. Safeguarding training is a mandatory part of the induction process for all employees, and employees are expected to always adhere to our safeguarding policies and procedures.

## **ABOUT US**

Doorstep Library is a community-focused literacy charity dedicated to bringing the magic of books and the joy of reading directly into the homes of children who need our support. With one in four 11-year-olds leaving primary school unable to read or write properly, we recruit and train home and online reading volunteers to go into disadvantaged areas of London to help introduce young children (aged 0-11 years) to the pleasure and benefits of reading.

Our unique home-based service, whether in person or online, enables us to find the most appropriate books for every child we visit and build a relationship with the whole family. Our goal is to help children develop the self-confidence and essential skills they need to access all the opportunities that will come their way in life.

We also empower parents/carers to create and maintain a supportive environment by signposting them to local services and community support. Our projects not only improve literacy but also increase family wellbeing and bonding. Our tailored service enables us to help prepare children for school and broaden their opportunities in later life.

Our impact is long-lasting. For us, the 'happy ever after' is when we know the power of literacy and the joy of reading are helping a child change their own story for good. Every story shared is a story changed.

## **JOB SUMMARY**

<b>Job Title:</b> Marketing & Communications Manager
<b>Contract Type:</b> Full Time Permanent
<b>Hours per week:</b> 35 excluding breaks
<b>Working pattern:</b> Mon-Fri
<b>Main Location:</b> Hybrid home/office (Victoria, London)
<b>Reports to:</b> Head of Operations
<b>Direct Reports:</b> None
<b>Annual Salary:</b> £36,400 per annum

<b>Full Time Annual Leave Allowance:</b> 25 days per annum (plus 3 mandatory days between Christmas and new year), plus bank holidays
<b>Pension Contributions:</b> 6% (based on a 2% minimum employee contribution)
<b>Additional Benefits:</b> flexible working, employee assistance programme, employee benefit scheme

<b>JOB PURPOSE</b>
<ul style="list-style-type: none"> <li>• To work with the CEO to lead and deliver the charity’s marketing &amp; communications functions and strategy</li> <li>• To manage day-to-day content creation &amp; social media outputs</li> <li>• To raise awareness and build brand recognition of Doorstep Library, with a focus on attracting more volunteers and donors</li> <li>• To collaborate with colleagues to coordinate the delivery of fundraising and volunteer recruitment campaigns</li> </ul>

<b>ABOUT THE ROLE</b>
<p>We are looking for a dynamic, confident individual with skills and expertise in marketing and communications to take an active and leading role in raising our profile, promoting our services, demonstrating our impact and managing targeted campaigns and initiatives.</p> <p>You will be a passionate advocate of children’s literacy, with a strong background in digital media, able to create engaging content and communicate effectively and creatively across multiple platforms, telling our stories and demonstrating our impact. You will be experienced in creating, running and evaluating marketing campaigns and initiatives, confident in your own abilities, with a creative flair and eye for opportunity.</p> <p>You will see first-hand how our projects work and the impact reading for pleasure makes and play a key role in telling our stories and increasing our reach and support.</p> <p>In return, we offer a varied role in a small friendly team, with an exciting blend of strategy and delivery which you can shape and make your own; a flexible approach; and training and development opportunities.</p>

<b>MAIN RESPONSIBILITIES &amp; DUTIES</b>
<p><b>MARKETING &amp; DESIGN</b></p> <ul style="list-style-type: none"> <li>• Lead impactful marketing campaigns, from concept to execution, across multiple channels.</li> <li>• Monitor campaign progress, analyse data, and implement strategies to boost engagement and conversion.</li> <li>• Manage Google AdWords – develop and optimise our AdWords campaigns.</li> <li>• Develop innovative approaches to increase brand awareness and support.</li> <li>• Collaborate with colleagues in Volunteering, Delivery and Fundraising to create integrated campaigns for those areas.</li> </ul>

- Work with colleagues to create in-house design elements using Canva and/or InDesign for online and offline documents including - flyers, adverts, reports, Annual Review.
- Draft and coordinate content for, and manage the creation of, a quarterly newsletter to our list of subscribers.
- Act as brand custodian for the charity – ensuring staff and partners are adhering to Brand Guidelines.

#### **COMMUNICATIONS**

- Monitor all Marcomms channels including the website for engagement and activity – keeping a record and producing a quarterly report.
- Be responsible for the Charity’s website, working with our external digital partner to maintain and develop content and functionality and improve accessibility and reach.
- Collaborate with our delivery and volunteer team to co-create “on-the- ground” content from our projects each month (images, GIFs, video, copy) for publishing across our social media channels.
- Manage a monthly digital content plan – developing and scheduling content according to key dates in the calendar, posting to relevant channels (additional support of 4 hours per week is provided).
- Be the first port of call for the media, passing calls on to Senior Managers.

#### **HR and Line Management**

- This role reports into the Head of Operations as the line manager, but involves some matrix management from the CEO who will provide guidance and support in specific areas.
- The role currently has no direct reports, but includes four hours’ support from an existing member of staff

<b>PERSON SPECIFICATION</b>	
	<b>Essential Criteria</b>
1.	Significant experience of delivering multi-channel marketing campaigns
2.	Excellent communication skills with the ability to communicate effectively in writing and in person on a variety of platforms and to a wide range of audiences
3.	Experience of social media management, with knowledge of design tools
4.	Demonstrable experience of generalist marketing and communications, including digital, written and storytelling
5.	Ability to develop engaging supporter journeys that deepen relationships and drive action
6.	Effective and willing collaborator, able to work with other colleagues in other teams to achieve shared objectives, and inspire and engage stakeholders
7.	Proven design ability, with confident use of design tools such as Canva
8.	Able to manage own time and well-being effectively, ensuring targets/objectives are met while work/life balance is effective
9.	Ability to see the bigger picture and translate thoughts and ideas into strategic plans
	<b>Desirable Criteria</b>
1.	Experience/knowledge of the charity sector
2.	Familiarity with website functionality and design