

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



*Shared Reading Adult Community Group participants.

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

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 to download an application form. Once completed, please send to 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.

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

PR MANAGER

HOURS/FTE:	35 hours per week (flexible working arrangements considered. Some out of hours working required as the Calderstones site is open seven days a week)
REPORTS TO:	Associate Director of Marketing & Communications
BASED:	Hybrid available, but must be able to work at The Mansion House, Calderstones Park, Liverpool at least 60% of working week
CONTRACT:	Permanent
SALARY:	£30,000
CLOSING DATE:	Monday 26 February, 9am

About the Role and Key Responsibilities

As The Reader enters an exciting new phase of development and leadership, our newly appointed Associate Director of Marketing & Communications has joined the team to initiate and deliver some exciting and ambitious projects which will grow our brand and reach locally, nationally and internationally.

This role is a new key position that will form part of an expanded Marketing & Communications department who will work to increase our profile, our earned income through programming and our CIC (Community Interest Company) and grow the number of volunteers and participants across the UK.

You will lead on sharing the story of The Reader's work and programme far and wide, ensuring that news of exciting projects and examples of impact reach as many eyes and ears as possible. Using your excellent relationship management skills to expand your contacts and networks, you will understand what makes a great story, and keep up to date with current affairs and the media landscape.

What else can we offer you?

- Flexible Working Options including home working.
- A chance to personally experience the wellbeing benefits of Shared Reading – we do lots of reading in the workplace and you'll have the opportunity to visit our community groups and train in Shared Reading if you'd like to lead one yourself
- Generous holiday entitlement.
- Beautiful Head Office location at Calderstones Mansion House, in the middle of Calderstones Park. Here you can benefit from walking meetings in one of Liverpool's largest parks and staff discounts in our café and ice cream parlour.
- Great colleagues – you'll be working with a whole range of supportive, creative colleagues who bring insight into our digital products and their users.

Key Responsibilities

- You will draw on your specialist PR experience to deliver effective media campaigns, targeting online, print and broadcast press.
- Take a journalistic approach to proactively sourcing and shaping accurate, high quality, compelling and engaging content including press releases, editorial, case studies and project updates.
- Proactively engage with the media and be a first port of call for media enquiries, respond as needed, exercising judgement and discretion.
- Work closely with the Associate Director of Marketing & Communications to position great storytelling at the heart of The Reader's communications.
- Lead on embedding a new annual plan for proactively gathering stories, monitoring and reporting on its progress, reach and impact.
- With strong people skills, you'll lead on developing the skills of your colleagues across teams to identify powerful narratives and the ability to tell them in their own voice.
- Develop and deliver a new strategy for The Reader's internal communications processes and lead on disseminating updates to better gather and share news and updates among our team of staff and volunteers.
- Support the Directors Group in identifying and nurturing relationships with potential patrons and spokespeople who could use their own reach to further share The Reader's stories.
- Maintain an excellent knowledge of UK current affairs, particularly relating to issues in the health and wellbeing and cultural sectors.
- Collaborate with Marketing & Communications teams at partner organisations and funders to develop joined-up media campaigns and maximise opportunities to tell our story.
- Play a key role in public relations crisis management situations supporting the implementation of appropriate frameworks and plans including liaison with senior stakeholders where required.

Person Specification

- Ability to demonstrate the work of The Reader and importance of Shared Reading.
- Demonstrable professional PR experience.
- Outstanding writing skills, with the ability to deliver high quality written communications to a wide variety of audiences and across multiple channels.
- A track record of delivering measurable, impactful media campaigns.
- Experience of selling-in stories and case studies to both national and local journalists and bloggers in a competitive environment.
- Proactive approach to seeking out news stories and case studies.
- Experience of working alongside other communications disciplines to coordinate plans.
- Good news judgement and an ability to identify key messages and story angles.

- Experience of PR crisis management.
- Experience briefing photographers and filmmakers.
- High level of organisational skills.
- 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

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

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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