



**Job title:** SLN Communications and Engagement Support Role

**Salary:** £23,614.02 p.a. pro-rata (£12.24 per hour)

**Hours:** 22.2 per week

**Location:** Hybrid working – various libraries and homeworking

**Reporting to:** School Literacy Network Manager

**FIXED TERM CONTRACT UNTIL 31<sup>ST</sup> DECEMBER 2026**

### **Job Purpose & Overview:**

Support the School Literacy Network team in the delivery of high-quality, creative communication and marketing initiatives that build the network's reputation as a provider of high-quality English education services and to support and promote the full range of services on offer to prospective and existing customers.

### **Main Duties and Responsibilities:**

1. Support the School Literacy Network team with the delivery of high quality, integrated, creative and flexible marketing campaigns, materials and activities to meet the needs of the organisation and its audiences
2. Contribute to the development and delivery of marketing and communications activity that supports existing customer engagement and helps to promote new memberships and course attendance
3. Deliver marketing and resource activity that champions our brand guidelines and tone of voice, ensuring consistency and professionalism
4. Monitor social media accounts for any area of the charity (including, but not limited to, Facebook, Instagram, and LinkedIn) responding to messages and comments where appropriate, engaging with posts and flagging any issues to the Marketing and Communications team and SLN manager
5. Create, publish and schedule engaging content for our social media platforms.
6. Create a plan for and manage paid social media advertising campaigns across a range of platforms, ensuring they are effective and stay on budget
7. Develop print and digital marketing assets, including advertisements, regular mailers, posters and videos

8. Support the development of the SLN's website and the creation of online content including uploading new products and events and page creation and help members to troubleshoot their use of the website
9. Support the evaluation of marketing campaigns and activities, collating social and digital media analytics as required
10. Provide support for the development and delivery of communications through the SLN email inbox, telephone and via regular mailers
11. Monitor and adjust the SEO of the SLN website where needed
12. To proof resources and communications

The above outlines the main duties required, and the level of responsibility. It is not comprehensive or exhaustive and will vary dependent on the needs of the organisation but this does not change the character of the role, or the level of responsibility entailed.

## PERSON SPECIFICATION

YOUR KEY SKILLS and ABILITIES	
<b>Personal Skills &amp; Attributes</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills with the ability to adapt to differing audiences and situations</li> <li>• Evidence of excellent customer care</li> <li>• Takes responsibility for own work, demonstrating flexibility and a positive attitude</li> <li>• Able to work effectively alone and as part of a team</li> <li>• Ability to make decisions, multi-task and prioritise workload</li> <li>• Excellent organisational skills including being able to meet deadlines</li> <li>• Ability to interact with a wide range of people to deliver results</li> <li>• Ability to build effective working relationships and interact with a wide range of stakeholders to deliver results</li> <li>• Creative and ability to generate fresh ideas</li> <li>• Strong attention to detail</li> <li>• Acts with discretion, tact and diplomacy</li> </ul>

<b>Knowledge &amp; Experience</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Experience of using digital and online marketing channels, including social media</li> <li>• Experience and knowledge of working with a WordPress website and various plug in integrations such as Events Manager, Woo Commerce and Mailchimp</li> <li>• Good understanding of key concepts and principles of marketing</li> <li>• Strong IT skills using a wide range of applications, including the use of social media, graphic design packages and creative tools</li> <li>• High level of literacy and experience of copywriting</li> </ul> <p>Ideally you will also have:</p> <ul style="list-style-type: none"> <li>• Experience in digital marketing including social media marketing, e-marketing campaigns and web content.</li> <li>• Knowledge of the primary English education sector</li> <li>• Understanding of data protection principles and compliance</li> </ul>
<b>Education and Training</b>	<ul style="list-style-type: none"> <li>• Evidence of commitment to continuing professional development</li> </ul>
<b>Other Relevant Factors</b>	<ul style="list-style-type: none"> <li>• Commitment to equal opportunities policy and anti-discriminatory practices</li> <li>• Commitment to the vision and values of Libraries Unlimited</li> <li>• Commitment to Libraries Unlimited's Health, Safety &amp; Wellbeing at work policies and procedures</li> <li>• Flexibility in working hours.</li> <li>• Willingness and ability to occasionally work outside usual business hours</li> </ul>
<b>Physical</b>	<ul style="list-style-type: none"> <li>• Willingness and ability to travel throughout Devon and work from other service points as required</li> <li>• Ability to carry out the duties of the post with reasonable adjustments where necessary</li> </ul>