

Recruitment Specification: Communications and Engagement Manager

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1. About ASCEL

ASCEL is the national network of senior managers in Children’s, Public and Schools Library Services. We were founded by library staff to provide the specialist skills, partnerships and programmes needed to deliver excellent services for children and young people in public and school library services. We provide training, peer support, best practice and initiatives that develop and improve services. We have 166 individual members from 140 library services. We have 9 active regional committees which support place-based partnership working across the country.

We were successful in gaining funding from Arts Council England to become an Investment Principles Support Organisation from 2023-2026. This means we will have £200,000 per year core funding for this time to develop our support services for libraries and embed quality children’s and young people’s engagement across the library sector.

Co-creation with children and young people is central to our organisational development plan. We have always championed the needs and aspirations of CYP, but our new vision and mission place the voice of the child and young person at the heart of our organisation’s aims and objectives.

Partnerships underpin our ability to create impact and change as a small organisation. We have formal partnership agreements with a wide range of organisations, including Libraries Connected, The Reading Agency, the National Literacy Trust, BookTrust, the LGA and the Autism charity Dimensions. We are also part of the CYP Mental Health Coalition.

Our Vision

Our vision is that the imagination and aspirations of all children and young people can soar through exciting, vibrant and dynamic library services which promote inclusion and diversity, where their voices are heard, valued and reflected.

Our Mission

At ASCEL we inspire all children and young people to reach their full potential by championing excellence, diversity and equality in libraries.

2. Role Specification

2.1. About the Role

Job Title	Communications and Engagement Manager
Reports To	Chief Executive Officer
Salary Package	P/T 4 days a week (up to £37,000 pro rata)
Holiday Entitlement	20 days excluding Bank Holidays
Location	Flexibility re remote-working / hybrid (Office location – Wolverhampton WV1 3AX)
Application Deadline	17th May 2023
Interview Dates	24th and 25th May 2023

2.2. Overview

We are looking for an ambitious, enthusiastic, and creative Communications and Engagement Manager who is passionate about our vision and mission. Our new Communications and Engagement Manager will work with our Chief Executive to provide effective communication and marketing to the organisation by engaging its membership and keeping its profile high within the sector. This will support the charity to deliver against its business plan and new role as an Investment Principles Support Organisation for the public library sector.

Job Purpose

To act as the professional lead for the communications and membership engagement of the charity.

The purpose of the role includes:

- To shape and deliver an agreed communication and marketing strategy to promote ASCEL's key services, ensuring all activity relates to our organisational strategy
- To oversee key messages and assets that serve as the foundation of our branding and marketing efforts, ensuring ensure they are reflected in all written and spoken communications
- To develop, manage and deliver campaigns that raise our profile with varying audiences
- To create and manage highly effective communications with members to aid retention and drive engagement
- To ensure creative and flexible use of resources to meet service needs

2.3. Skills and Experience

Essential

- Demonstrable experience in communications tools and techniques to increase the visibility, profile, and reputation of an organisation
- Demonstrable experience in developing and managing successful campaigns through diverse communication
- Proven track record in social media management
- Experience of working on online publications and e-newsletters
- Ability to action website content updates
- Strong writing skills with a creative, persuasive and concise style that adapts to the context
- Able to work on own initiative, prioritise work and collaborate within a wider team

- Strong interpersonal and communication skills
- Excellent listening skills with the ability to hear and take into account diverse opinions
- Experience of working with a range of people from diverse backgrounds and perspectives
- IT literacy
- Attention to detail, accuracy, and clear presentation
- Demonstrable ability to translate strategic priorities into communication outcomes
- Experience managing and monitoring small to medium-sized budgets in line with policies and procedures
- Understanding of equality and social inclusion issues
- Excellent understanding of the role of libraries within national and regional debates

Desirable

- Experience of the charity sector
- Experience of membership organisations
- Experience working in a library, education, training or learning environment
- Experience in working in collaboration with external agencies to execute campaigns
- Awareness of GDPR implications and requirements
- Awareness and sensitivity to the political and cultural environment within the sector

Personal Qualities

- An empathetic person who is able to understand a variety of viewpoints that are different to their own
- Passionate about the future of libraries and centring the voices of children and young people in these settings
- Someone who trusts others and inspires trust
- Ambitious for ASCEL, the library sector and for children and young people
- Strategic thinker who can also absorb and analyse detailed information
- An entrepreneurial person with the ability to spot opportunities and develop them
- Someone who asks for feedback and is able to accept and act on it to improve their own performance
- Commitment to own continued professional development

2.4. Responsibilities

- Work with relevant teams to promote and publicise our services and those of members across relevant audiences
- Develop and maintain the charity's social media channels and website
- Manage SEO by ensuring content is relevant and up to date
- Write and distribute regular membership e-newsletters and bulletins
- Undertake copywriting, image collation and proofing for print and online resources
- Manage the subscriber database, ensuring it is up- to-date and data is collected and handled in line with GDPR
- Work effectively with creative agencies (as required) to support the delivery of marketing campaigns
- Identify and implement marketing channels, i.e. advertising, social media, newsletter, editorials, direct marketing, printed materials etc.
- Monitor, analyse and report on the performance of digital channels/activities
- Work closely with the Programmes Manager to oversee relevant communication regarding programmes
- Regularly report on progress, through identified KPIs and organisational targets
- Establish strong and effective working relationships with other members of the staff team to contribute to the ASCEL objectives

- Keep abreast of local, national and international developments relating to children and young people, schools library services and public libraries as well as keeping up-to-date with developments in local authorities and relevant policy areas, including health and wellbeing, education and digital services
- Stimulate and, where appropriate, drive new developments, cutting edge thinking and innovations across the sector which position ASCEL as a thought-leader in representing the voices of children and young people in the cultural sector
- Represent and advocate for the charity in a positive manner
- Undertake other duties as required and commensurate with this role within the organisation

3. How to Apply

If you are interested in applying for this role you are welcome to book a conversation with our Chief Executive, Adam Tulloch, to understand more about what it entails. Please email adam.tulloch@ascel.org.uk to book a time to speak with him if you wish to do so, however this is not mandatory.

In order to apply for this post, please send a CV along with a cover letter that is no longer than 2 x A4 to info@ascel.org.uk by 17th May 2023. The timeline for applications and interviews is as follows:

Date	Activity
17th May 2023	Deadline for applications
19th May 2023	Applicants invited for interview
24th and 25th May 2023	Interviews take place online

ASCEL strives to be a workplace that is diverse, equitable and inclusive where we can all be ourselves. We encourage applications from people of all backgrounds, ethnicities, ages, gender identities, stages of life and those with hidden or visible disabilities.

We are committed to providing reasonable adjustments throughout our recruitment process and we'll endeavour to be as accommodating as possible. If you would like to discuss specific requirements, please get in touch with Adam Tulloch at adam.tulloch@ascel.org.uk.

We also strive to be a flexible employer and will consider requests for flexible working on hiring.

All applicants must have an existing Right to Work in the UK. Please also note that appointment will be made subject to a satisfactory enhanced DBS check or evidence of a current enhanced DBS certificate on the DBS Update Service.