

Job title: Resource & Social Media Coordinator

Key role:

This is a dual role responsible for organising and despatching Reading Force books & resources to those who request them and share the message of what we offer more widely to the military community. There are two aspects to the role:

1. To implement the despatch of books and Reading Force resources to those who register to participate, matching resources to children's ages and interests, despatching resources to supporting welfare organisations and settings, keeping and maintaining accurate records
2. To coordinate activity across the Reading Force social media platforms and work with the wider team on social media content

Background

This is a new dual role within Reading Force. It is a part-time role, working 10 hours per week with flexibility of hours. Work from home (UK-based) with the capacity to store stock of books and associated Reading Force materials.

Core Competencies

- Understanding of Reading Force's mission, values, and strategic goals, with a commitment to achieving its objectives
- Insight into the unique needs of the Armed Forces communities throughout their lifecycle, including; serving, reservists, veterans and their families
- Appreciation of the role of reading and literacy in promoting education, wellbeing, and family cohesion –especially within military contexts

Skills:

- Excellent organisational skills and attention to detail
- Experienced in using social media platforms in a professional context (Facebook, Instagram, LinkedIn, X)
- Strong written and communication skills
- Ability to work independently and manage time effectively
- A passion for supporting military families and children
- Proficient in Microsoft Office 365 (including SharePoint, Word, Excel, PowerPoint, and Teams)
- Desirable: familiarity with CRM systems and Canva

Role-specific requirements:

Resource Coordination:

External:

- Manage the despatch of books and Reading Force materials to families and individuals who register to participate
- Match resources appropriately to children's ages and needs
- Coordinate and send resources to partner welfare organisations and community settings
- Maintain accurate records of registrations, despatches, and stock levels

Internal:

- Foster team cohesion through regular meetings, sharing best practices, and collaborative learning
- Analyse outcomes and trends to support reporting and evaluations
- Contribute to the development of Reading Force's initiatives and ensure adoption of best practices

Social Media:

- Schedule and post content across Reading Force's social media platforms (Facebook, Instagram, X, LinkedIn)
- Collaborate with the wider team to develop engaging and relevant content
- Monitor and record engagement
- Handle incoming messages/comments, ensuring timely response and referral to the appropriate team member
- Help grow our online presence and community

Financial and governance:

- Adhere to Reading Force's Safeguarding Policy and uphold principles of equality, diversity, and inclusion

Administration

- Respond promptly to enquiries and requests for materials
- Use internal systems and processes effectively
- Collate feedback to share with the team
- Space at home to store resources

Communications/Marketing

- Contribute to communications and branding efforts with support from the RF team
- Assist with social media content creation as needed

Working hours and remuneration:

- **Contract Type:** Fixed-term contract for one year (subject to funding continuation)
- **Hours:** 10 hours per week with flexible working. Monday - Friday
- **Salary** £13.00 per hour, paid monthly
- **Leave:** 36 days annual leave (pro rata), including bank holidays
- **Probation:** Three-month probationary period
- **Reporting Line:** Senior Management Team, including CEO/Director
- **Location:** Remote (UK-based)
- **Benefits:** Pension scheme, eligibility begins after successful completion of probation period
- **Training:** Training provided on all systems

In brief:

Informed, proactive, collaborative, responsive, and focused.

The successful candidate will join a well-established, supportive, and committed team, with access to ongoing guidance and collaboration

Reading Force charitable objectives

The following objectives are for the public benefit of all British Armed Forces families and children living in the UK and overseas:

- 1) To advance education by encouraging families to read together for pleasure and talk about a book by providing advice and assistance and materials to support shared reading activities; and
- 2) To promote and protect good health by using reading as a means of mitigating stress and increasing communication and good family relationships following separation due to training, deployment, postings and mobility.