

Castell Brychan, ABERYSTWYTH, Ceredigion SY23 2JB

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Prif Weithredwr/Chief Executive: *Helgard Krause*

Job title:	Reading Promotion Projects Coordinator
Department:	Children's Books and Reading Promotion Department / Communications, Marketing and Design Department
Location:	Flexible – ideally, to work from Castell Brychan at least once a month
Salary band:	Grade 4 (point 14–20)
Salary:	£28,598 – £32,597 <i>pro rata</i>
Contract:	Specific period until 31 March 2027
Start date:	January 2026 (if possible)
Hours of work:	22.5 hours per week (over 3 or 4 days) – to be discussed with successful candidate
Holiday entitlement:	Starting at 28 days' holiday (<i>pro rata</i>)
Reporting to:	Head of the Children's Books and Reading Promotion Department
General purpose of the post:	Love children's books? Looing for a job full of variety and creativity? The Books Council of Wales is seeking an enthusiastic and friendly individual, with first-rate interpersonal skills, to join the Children's Books Department and to work partly with the Communications, Marketing and Design Department as well. The Officer will be responsible for coordinating the Summer and Winter Reading Challenge project and creating and developing communication content of all kinds to promote our reading for pleasure programmes among families, children and young people. This post calls for an organised, creative, and hard-working individual who enjoys working closely across various departments.

BACKGROUND

The Books Council is a national charity that supports the publishing industry and reading development in Wales. We promote literacy and reading for pleasure through our range of campaigns, activities, and events throughout Wales, often working in partnership with schools, libraries, and other literary organisations. The Council was founded at Aberystwyth in 1961, and we work with publishers to nurture talent and new content in Welsh and English, in addition to providing specialist services such as editing, design, marketing and distribution. We are also responsible for administering grants to publishers and independent booksellers. Our funding comes partly from the Welsh Government through Creative Wales, and partly from commercial activities and the wholesale book-selling service provided by our Distribution Centre.

The Council provides a pension scheme to which the person appointed will be able to contribute. The Books Council is a member of the Dyfed Pension Fund, which is a Local Government Pension Scheme.

THE DEPARTMENT

This post is located within the Children's Books and Reading Promotion Department, which is responsible for coordinating a variety of reading promotion projects in both Welsh and English. The communications work relating to the post will fall under the Communications, Marketing and Design Department.

The Department's work programme is varied, but its main aim is to promote reading for pleasure in Welsh and English, whilst concentrating mainly on providing opportunities for children, young adults, and families.

To achieve this aim, the Department cooperates with a wide variety of partners, including publishing, bookselling, education, libraries, and the Welsh Government, together with other bodies such as Literature Wales, the Urdd, S4C, CILIP Cymru Wales and Radio Cymru.

The various projects that form part of the current core programme include the following:

- Annual reading competitions for primary schools, both Welsh- and English-medium
- Tir na n-Og Awards
- Publications such as the Children's and Young Adults' Yearbook
- Author Tours
- Mary Vaughan Jones Award

The Department is responsible for coordinating schemes to promote reading – Teachers Love Reading, Book Day, and the Summer Reading Challenge in Wales in partnership with Book Day UK and The Reading Agency. The Welsh Government's Education Department finances these schemes.

The Department responds strategically and practically on a county and national level to reading for pleasure projects and cooperates closely with the Publishing Development Department on supporting the development of the field of publishing; as a result, it also leads regularly on specific schemes.

The Department's staff report to the Children's Books and Reading Promotion Subcommittee which meets twice a year.

The Promotion Officer will be a part of the Department's staffing structure, as shown below:

- Part-time Head of Department
- Part-time Education Officer

- Part-time Teachers Love Reading Officer
- Part-time Rhyngom Project Manager
- Part-time ALN Project Manager
- Part-time Reading Promotion Officer
- Part-time Project Administrator.

The Officer will also work closely with the Communications, Marketing and Design Department, staffing structure shown below:

- Part-time Head of Department
- Part-time Digital Content Creator
- Professional Lead: Design
- 2 x Part-time Design Officers.

MAIN DUTIES OF THE POST

The Project Co-ordinator will contribute towards the work of the Department, including the fields noted below, but flexibility will be required:

1. Administer the Summer Reading Challenge scheme, coordinating the translation of the assets received by The Reading Agency into Welsh, ensure a list of books that correspond to the theme of the year in question.
2. Collaborate with the Digital Content Creator to agree campaign activity for the reading promotion projects.
3. Create content for all the Books Council's communication channels, to include the website, social media and press releases.
4. Work with the county Heads of libraries in Wales, to ensure that they organise author visits during school holidays.
5. Facilitate arrangements with the libraries, share relevant details and funding, and monitor events.
6. Evaluate and appraise the project and collect qualitative and quantitative data following the sessions. Reporting back on the development of the project to Welsh Government Officials.
7. Cooperate with the team to develop plans and images to share information about reading for pleasure by cooperating with stakeholders.
8. Cooperate with the other team members and with the other Departments whilst developing specific elements of the Council's strategic development work.
9. The post may involve working occasionally outside the normal working hours and attending external events organised by the Books Council.

KNOWLEDGE AND SKILLS REQUIRED FOR THE POST

- The ability to think creatively about ways to develop reading promotion projects.
- An incredibly good knowledge about children's books and publishing in Wales.
- Sound knowledge of the education system and of developments in the field of reading promotion.
- The ability to create original and engaging material that will appeal to a range of target audiences across a number of platforms.
- Good computer skills, including the ability to use Word and Excel confidently.
- The ability to manage projects, timetables and budgets correctly and effectively under the guidance of the Head of Department.
- Strong communication skills, both oral and written.

- The ability to work independently and as part of a team.
- Language skills – see below.
- Strong interpersonal skills.

WORKING LANGUAGE

1 Listening and Speaking:

Able to understand every conversation in Welsh and English pertaining to the work.
Fluent when conversing and responding to questions in both languages.

2 Comprehension:

Able to understand all the Welsh- and English-language material pertaining to the work.

3 Writing:

Able to prepare most of the material pertaining to the projects in both Welsh and English, with some support available.

CONTACTS AND COMMUNICATION

Internal	Nature of contact
Chief Executive	Respond to requests for information.
Head of Children's Books and Reading Development Department / Line Manager	Collaborate with others to plan and develop the project.
Digital Content Creator	Collaborate with others to plan and create promotional material
Project Administrator	Collaborate on an administrative level with others on the project.
Head of Communications, Marketing and Design Department	Collaborate with others to plan campaigns and create content.
Design Officer	Collaborate on the Department's projects with the Design Officer to develop the visual elements of the projects.
Publishing Development Department	Collaborate on developing specific elements of the work by discussing and proposing ideas collaboratively with the rest of the team. Collaborate with the officers of the Design and Editorial Departments on elements of the projects' work.
Other members of the Council staff	Cooperate and share information.

External	Nature of contact
The book trade	Communicate on project work.

Project Partners (Education, Libraries)	Cooperate and share information and attend meetings on behalf of the Council.
Other stakeholders (Urdd, Literature Wales, S4C, CILIP Cymru Wales etc)	Cooperate and share information and attend meetings on behalf of the Council

RESPONSIBILITIES

For people: None.

For a budget: Dealing with the project's budget on a day-to-day basis.

For equipment or stock: None.

DECISION-MAKING / PROBLEM-SOLVING / AUTONOMY

The Head of Department will help you to make decisions. As you become accustomed to the post and gain more confidence, you will be able to make decisions to solve day-to-day problems. The more far-reaching decisions will be made by the Head of Department and the Chief Executive.

CRITERIA FOR THE POST

- Experience of managing projects and reporting on progress.
- Experience of managing schemes and timetables in an efficient manner.
- Experience of working in communications.
- Experience of creating bilingual promotional material.
- Computer skills, including the ability to use Word and Excel confidently.
- Strong communication skills, both oral and written.
- Experience of working independently and as part of a team.
- Accuracy in both the Welsh and English languages.

APPLICATIONS

To apply, please send a letter explaining why you are suitable for the post, together with a short CV noting your work experience/posts. Your CV should include the name and addresses of two persons who can be contacted for further information. If you are currently employed, your current employer should be one of the referees. **We will not contact any referees without your permission.**

Please note: we are unable to sponsor work visas, and we will need proof that you are eligible to work in the UK.

Applications must be submitted by **Monday, 1 December 2025**, and sent to:

Menai LI. Williams, Books Council of Wales, Castell Brychan, Aberystwyth, Ceredigion SY23 2JB. Tel: (01970) 629541, or by e-mail to menai.williams@llyfrau.cymru

Interviews will be held online on **Monday, 8 December 2025**.

November 2025