

seven stories

The National Centre for Children's Books

Marketing & Communications Coordinator

Location: Newcastle upon Tyne/Durham **Contract Type:** Part-time (3 days per week)/Fixed-term (6 months) **Salary:** £24784.50 (pro rata)

About Seven Stories

At **Seven Stories** the National Centre for Children's Books, we believe in the power of stories to inspire, connect and transform lives. Our mission is to collect, preserve and share the best of children's literature — past, present and future — through exhibitions, creative events, and a school and community programme that delights audiences of all ages.

We are looking for a **Marketing & Communications Coordinator** with imagination, drive, and flair to help us bring stories to life!

The Role

You will form dynamic social media campaigns and beautifully crafted newsletters to eye-catching visuals and inspiring stories, and will play a central role in connecting current and new audiences to our creative programme, exhibitions, events, learning programme and literary treasures.

What You Will Do

- Plan, deliver and evaluate multi-channel marketing campaigns that raise awareness and inspire engagement.
- Create vibrant, story-driven content for social media, email, website and print.
- Create innovative campaigns to generate income, grow audiences and build customer loyalty through repeat visits.
- Manage website updates; ensuring content is accurate, accessible and visually appealing.
- Collaborate with internal teams and partners to align marketing efforts with wider organisational goals.

- Monitor campaign performance, track analytics and translate insights into action.
 - Support the creation of marketing materials — from fliers and posters to digital advertising for all Seven Stories programmes incl: commercial, fundraising and learning materials.
 - Ensure consistency of brand voice and visual identity across all channels.
 - Contribute ideas for new and creative ways to engage diverse audiences.
 - Attend events and launches where necessary.
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About You

You are a natural communicator — creative yet strategic, curious yet organised, are comfortable juggling multiple projects, and care about crafting messages that matter.

Essential Skills & Experience

- Proven experience in a marketing, fundraising or communications role.
- Excellent writing and storytelling skills with a strong visual eye.
- Confident using social media platforms and digital marketing tools.
- Confident using marketing systems i.e. CMS, CRM, Canva etc.
- Organised, detail-oriented and proactive in meeting deadlines.
- Ability to analyse and report on campaign performance.
- A genuine enthusiasm for children's literature, creativity and culture.

Desirable

Skills in graphic design, photography or video content creation.

- Understanding of inclusive and accessible marketing practice.
 - Event management.
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How to Apply

Send your **CV** and a **cover letter** explaining how you meet the criteria for the Marketing & Communications Coordinator role to jobs@sevenstories.org.uk and include the job title in your subject line.

Deadline for applications is Monday 3rd November