



Wymondham Community Bookshop

Entry-Level Content Creator With Bookselling

Kett's Books is about more than just selling books. The books are what connects people to each other, and the friendship that forms as we share the books we love, creates a community that spreads the love of reading. We know that when people buy from us they're not just buying a book, they're buying into the way they want the world to be.

Due to our colleague taking a fantastic opportunity to live abroad, we are again accepting applications from social media savvy book lovers who believe they would be a great fit with our team.

The role is initially offered as a four-month contract, with a possibility of renewal.

Entry-Level Content Creator with Bookselling, initial four month contract

Date of advert: Monday 7 July
Applications due: 18:00 Friday 18 July
Interviews: Friday 22 August

The job

- Content Creator
- Four-month initial contract, with review at end of period
- The role-holder will report directly to the Shop Manager
- 20 hours/week, spread over 3-4 days.
- One full Saturday required per month. Occasional Sunday and evening working required
- £22,628/year pro rata based on 35 hours
- Generous discount on books
- 28 days/year annual leave, pro rata, including bank holidays

The Entry Level Content Creator With Bookselling role is primarily a back office function, but will usually include at least one shift per week committed to bookselling on the shop floor. All paid members of staff are trained as Lead Bookseller so that they can support the volunteer booksellers, to facilitate their experience of running the bookshop, as well as to enable us to guarantee continuity of customer service.

About Kett's Books

Kett's Books is an award-winning independent community bookshop in Wymondham run by volunteers in South Norfolk. Besides the obvious core function of selling books, we do three things:

- Invest in our community, including our volunteers
- Advocate for the high street
- Promote literacy for all ages

We seek to always work with the strengths and skills our team members bring, so that they are in the best position to succeed.

Kett's Books is the trading name of Wymondham Community Bookshop, a Community Interest Company formed in 2013. We have a board of directors, which is supported by a community of voting members. The bookshop's [Articles of Association can be read here](#). The [business plan from January 2024 can be read here](#).

Our communities include volunteers, Friends, neighbours, customers, and supporters of the bookshop. It also includes the tenants of Kett's Yard, which is our business rental area.

Volunteers include those who work in the bookshop, those who work in the DIY team, members, directors, and those who do voluntary work for us on an ad hoc basis.

Role purpose

Kett's Books seeks to appoint a person to raise awareness of Kett's Books, our products, activities and social purpose, and to celebrate the social contribution we make. This is not a direct sales role, but is intended to drive awareness of our brand, engagement with the community purpose, and participation in our events, that translate into an increase in moral and financial support for our commercial proposition as well as for our social engagement.

The person will be working with other members of the team, including supporting volunteers whose existing and potential work are fundamental to our story of community ownership, and whose creativity and energy we rely on. Our volunteers currently produce two successful regular email newsletters with open rates that average 50%.

Job description

Under the guidance of management and with training as appropriate:

Working with the team

- At all times work with manager, colleagues and volunteers to plan and develop promotions for books and bookshop activities
- Collaborate with other team members to include their ideas, recommendations, and personal stories, ensuring we stay on brand
- Ensure the social impact of the community bookshop is clear in all our promotions
- Work with management to agree measures for success, and produce monthly reports detailing progress of our KPIs
- Report to management anecdotal evidence of our success, as well as quantifiable data
- Facilitate the volunteers' experience by supporting their work on the shop floor
- Communicate closely with the Communities Manager and the Shop Manager about plans, progress, and the community of volunteers
- Provide monthly reports to manager and directors

Planning and delivery

- Work with management to deliver Kett's Books' social media campaigns and promotions
- Help us to tie all our products and messages into a positive, on-brand customer experience
- Grow awareness of social impact of the community bookshop
- As appropriate, create videos to convey the brand's message to successfully appeal to the target audience
- Collaborate with the email marketing teams to include key messages
- Make use of volunteers who have or could develop skills to contribute to this work, and manage tasks and support them to be successful
- Manage online channels such as social media and website, as well as planning and delivering print promotions
- Work with our graphic designer and printer to ensure materials stay in stock, relevant, and up to date
- Work with Visit Wymondham, Wymondham Magazine, or other media as appropriate
- Plan, create and optimise on-brand social media content across our Instagram and Facebook channels
- Create promotional materials such as posters, for events to be used in-house
- Use our chosen platforms to highlight upcoming events, promotions and other activities of note
- Grow our follower base, create CTAs and generally boost engagement online
- Keep up to date with developments and best practice in the online world, and share understanding with the team to enable responsive planning

Compliance

- Lead the bookshop in following GDPR and safeguarding in all photographs and personal stories

Bookselling

- Train as a Bookselling Shift Lead, understanding bookshop operations, systems, and books, and take responsibility for the success of a day in the retail shop
- Support the volunteers who are working on the shop floor
- Take an interest in learning more about bookselling, books and the trade
- Work on the shop floor in retail operations up to a full day each week
- Become a member of the bookshop, and play an active part within the wider Wymondham Community Bookshop team

Other duties and tasks as appropriate.

Person specification

Essential

- Love books and people, with a deep desire to see our communities grow and succeed
- Demonstrated success in delivering creative promotions in line with brand guidelines
- Understanding of brand and how it is delivered across multiple platforms, as well as personal experience
- Understanding of customer experience as a journey
- A great eye for design
- Technical skills, with a strong knowledge of common computer systems and modern marketing systems such as Instagram, Facebook, Wordpress, Mailchimp, Canva, YouTube and Near Street
- Ability to understand change in the online environment, and to bring the team with you in understanding
- Ability to work in a changeable environment – a company run by volunteers adapts daily
- Excellent verbal, written and online communication skills, with the ability to adapt style for the audience
- Absolute ability to agree and meet deadlines, working effectively under own initiative, as well as working co-operatively as part of a team
- Experience of managing multiple projects simultaneously
- Ability to think and plan strategically
- A joy in delegating, sharing learning, and helping colleagues to grow in their skills and abilities
- Good understanding of safeguarding, EDI, health and safety, GDPR, and other best practice
- Strong organisational skills
- Experience of planning events
- Excellent problem solving skills
- Ability to accurately record and manage data and report on outcomes to deadlines
- A demonstrated ability to quickly learn new systems
- A flexible approach to work and willing to work (and attend events) outside normal working hours
- Excellent use of written and spoken English

Desirable

- Artistic flair, with an ability to work within brand
- Experience of working with volunteers and a passion for volunteering
- Experience working in a not-for-profit setting
- SEO optimisation a bonus
- Good knowledge of books and enjoy reading
- Deep understanding of community business
- Ability to use a number of systems simultaneously to run the bookshop

Application process

Please send an email to Tracy on tracy@kettsbooks.co.uk by **18:00 Friday 18 July**, with these three attachments:

1. Please take the [strengths assessment](#) and download and email your results to tracy@kettsbooks.co.uk. The high-level summary will be shared with those reviewing the applications. Tracy's strengths assessment is available for you to review as well, on request, so you can think about whether you want to work with her. If you want to understand more about the assessment (which our team have been using for 20 years), [you can learn more here](#).
2. Attach a copy of your CV
3. Include a Word document explaining what you would bring to Kett's Books, including three steps you would take to improve our social media.
4. Please include a writing sample of 300-500 words, discussing a book you have an opinion on - good or bad!

Interviews will be held on **Friday 22 August**.

We will take up references and check documents upon successful interview.

Finally, a bit more about what we're looking for

- Real initiative
- Creative thinking
- Joy in talking to people
- Excellent time management
- Knowledge and love of books
- Imaginative problem solving
- Solid reading background
- Commitment to local issues, independent shops, and the high street

We want volunteering and working in Kett's Books to be a joy. Please approach this application process as amongst friends – do consider what you'd like us to know, but we're all in this because we love working with books and enjoy being with people who love them. We want you to be happy, so it's part of the job for you to talk to us about anything that's not going right. If you have any needs that will affect your ability to do the job, or to join the interview, please let us know.