



# Job Specification – Campaign Coordinator

Thank you for your interest in working for the School Library Association.

We have been supporting school libraries since 1937 and have a rich history of helping build vibrant reading and learning communities. Our members work with approximately a million children every day, helping them reach their full potential through the school library.



It has been a time of exciting developments for the SLA, as we look to mark our 90<sup>th</sup> anniversary in 2027. Plans are underway for a high-profile campaign with exciting activity across the year. With a new focus on school libraries at government level and building on the 2026 National Year of Reading, this is a pivotal moment to join us and help drive our reach and impact. We look forward to receiving your application.



Victoria Dilly, CEO

## About the School Library Association

The School Library Association has been representing the school library sector for nearly 90 years, with membership perceived as essential to all those who work in and around school libraries. We provide training, advice and support for all those working in school libraries.

## Why work for the School Library Association?

We are a small, friendly team who work collaboratively to deliver on our mission. Leave is 25 days plus bank holidays, with additional office closure between Christmas and New Year. We offer free mental health support and counselling sessions and brilliant discounts with a variety of retailers including up to 40% off Vue cinema tickets through our HR partner.

### Job specification

|                |                                                                                |
|----------------|--------------------------------------------------------------------------------|
| Role:          | Campaign Co-ordinator                                                          |
| Reports to:    | CEO                                                                            |
| Contract:      | Fixed-term for 12 months with possible extension, to start as soon as possible |
| Hours:         | 30 per week                                                                    |
| Annual salary: | £23,648.65 (based on FTE £35,000)                                              |

**Are you an experienced campaign coordinator? Do you have a passion for supporting children and young people to reach their full potential? Are you looking for a new challenge?**

The School Library Association is preparing for a landmark 90th anniversary campaign in 2027, celebrating the vital role of school libraries in education. We are seeking a highly organised, proactive Campaign Coordinator to help deliver this national campaign across research, advocacy, fundraising, events and communications. This is an exciting opportunity to play a central role in a high-profile campaign that will raise awareness, strengthen the evidence base for school libraries, influence policy, and directly support schools through resources and funding.

As Campaign Coordinator, you will ensure the smooth coordination and delivery of the campaign's key milestones throughout the year. You will manage timelines, coordinate campaign activity, and liaise with and report to stakeholders as needed. Integrating into the team at pace, you will take the lead on key milestones, working closely with internal and external partners to deliver the campaign on time, on budget and to a high standard. A creative thinker, you will contribute to all aspects of campaign development, coordination and delivery, helping to build and maintain a strong narrative throughout.

## Key responsibilities

**Campaign coordination:** Lead the planning and delivery of the 90th anniversary campaign across all strands of activity. Maintain a clear campaign timetable with corresponding work plan. Coordinate meetings, agendas, and follow-up across all stakeholders. Ensure campaign activities are aligned, well communicated, and delivered on time. Maintain relationships with all stakeholders and campaign partners.

**Communications and content:** Create and schedule campaign communications across digital, print, and email channels, with oversight from Publicity and Partnerships Director. Gather content, stories, and case studies that demonstrate the impact of school libraries and campaign activity. Support publication activity including commemorative materials. Create materials and campaign messaging, working with SLA team colleagues as required.

**Fundraising and supporter engagement:** Contribute to the development and delivery of fundraising activity. Coordinate fundraising materials, appeals, and supporter communications. Work with and support high-profile ambassadors, patrons, and campaign advocates working with SLA team colleagues as required.

**Events and campaign milestones:** Coordinate logistics and delivery for key campaign milestones and events working with SLA team colleagues as required. Help manage guest lists, invitations, briefing materials, and event communications. Support the production of campaign assets and materials for events and national activity.

**School engagement:** Coordination of school-facing campaign activity aligned with targets, including new national awareness events. Contribute to the development of practical, school-facing campaign resources. Administrate campaign-related activities and processes as needed.



Photography by Harriet Buckingham

### **Essential**

- Extensive experience coordinating and delivering campaigns, publicity, or programmes in a charity, education, policy, or similar environment.
- Excellent organisational skills and the ability to manage multiple priorities and deadlines.
- Strong attention to detail and confidence handling admin, trackers, and documentation.
- Excellent written and verbal communication skills with audience understanding
- Ability to work collaboratively with colleagues and external stakeholders.
- Confidence using digital tools for project management, communications, and reporting.
- A proactive, flexible and solution-focused approach.
- Commitment to the mission and values of the School Library Association.

### **Desirable**

- Experience in fundraising, school and public engagement
- Knowledge of school libraries, literacy, education policy, or children and young people's education services.
- Experience coordinating national events, supporter engagement, or grant-funded activity.
- Experience of working with high-profile ambassadors, volunteers, or external partners.
- Familiarity with impact reporting, evaluation, and evidence gathering.

### **Personal attributes**

- Highly organised, dependable with a collaborative and solution-focused approach
- Diplomatic and confident when working with a wide range of stakeholders.
- Able to work both independently and as part of a small team.
- Confident in communicating with diverse audiences across multiple formats
- Enthusiastic about improving outcomes for children and young people.
- Able to stay calm under pressure and manage competing priorities.

The salary for this position is £23,648.65 (based on FTE £35,000), and comes with a 6% employer pension contribution. This is a nine-month fixed-term role, starting as soon as possible. We are seeking a candidate who can begin immediately and drive the campaign forward from day one.

The SLA is a UK-wide organisation, working mostly remotely. We welcome applicants from all over the UK. We strongly encourage candidates of all different backgrounds and identities to apply. Each new role provides us with an opportunity for us to bring in a different perspective, and we are always eager to diversify our team. The SLA is committed to building an inclusive, supportive place, where you can do brilliant and rewarding work.

**To apply please send a one-page covering letter and CV to [info@sla.org.uk](mailto:info@sla.org.uk) with the job title in the subject line by 10 September. Applications without a covering letter will not be considered. No agencies please. We are actively interviewing for this role and may close recruitment early if a suitable candidate is identified.**

*Use of supporting digital tools (such as AI) is understood, but all documents submitted must be your own authentic work and accurately reflect your experience and skills. Due to the volume of applications we cannot provide individual feedback. We really appreciate your interest. If you haven't heard from us within four weeks of the deadline, it means we've moved forward with other candidates on this occasion. We encourage you to apply again in the future.*

|                                    |                                      |
|------------------------------------|--------------------------------------|
| <b>Application deadline:</b>       | 10 September                         |
| <b>Informal initial interview:</b> | Rolling                              |
| <b>Formal interview:</b>           | 15 September (in person, London TBC) |

