

George Street Community Bookshop

Newsletter editor - Freelance role description

Title of role	Newsletter editor
Objective(s) of role	To promote the bookshop through editing our regular e-newsletter
Reports to	Jonathan Atkinson, board member / Steve Roberts, shopkeeper
Location	From the shop and/or home
Time commitment	7-12 hours per month
To apply	Email a CV with a short covering note to and an example piece of your writing to: georgestreetcommunitybookshop@gmail.com
Deadline	Midday, Saturday 9th April 2022
Tenure	This is a freelance role from April to December 2022.
Payment	£1,000
How the role fits in with the work of the organisation	
<p>We are a not-for-profit, community business, owned and run by our members. Our mission is to run a community bookshop to benefit all members of the local community.</p> <p>Marketing and promotion is a key activity for a community business like the bookshop. People need to be aware of the shop and what makes it unique and different as a community-owned social business - both customers and members.</p>	
Outline of tasks and activities to be undertaken	
<p>The main element of the role is developing and delivering a regular newsletter for the bookshop. Our vision is for the newsletter to drive interest in the bookshop, be a link to other local organisations and activities and become a vehicle for our marketing and promotional activity. This will involve writing articles and/or sourcing input from others and coming up with promotional ideas to develop the newsletter and boost the subscriber readership.</p> <p>Tasks include:</p> <ul style="list-style-type: none">• Managing and producing regular newsletters and blog posts (of overseeing others)• Helping with social media activity• Working with others to develop a marketing strategy to drive and organise marketing• Liaising with other people within the organisation carrying out activity requiring promotion and/or marketing ie shop and online sales, events, podcasts, book group etc.	

Skills and qualifications

Skills and experience in marketing or newsletter production are desirable and some prior track record in relevant discipline would be useful.

Desirable

- Copywriting/editing experience
- Experience of marketing and communications
- Good IT and Word processing skills (specifically MailChimp or equivalent)

Useful

- Experience of bookshops or the arts
- Experience of co-operatives/community businesses
- Knowledge of Shopify and/or e-marketing channels and tools.

Person specifications

- An excellent communicator
- Enthusiastic
- Good written skills.
- Inventive and creative
- A positive problem solver

You needn't live in Glossopdale and the role could be carried out remotely but a good knowledge of the area is essential.

Example newsletters from elsewhere

<https://libreria.io/newsletter/>