

# GRIMM & CO



APPROVED BY

[www.grimmandco.co.uk](http://www.grimmandco.co.uk)

Registered charity 01154990

## Marketing & Communications Coordinator



Grimm & Co is a Yorkshire charity, based in Rotherham, that supports children and young people to make meaning of the world around them and build a positive narrative for themselves within it through the joyful discovery of stories.

Our Emporium of Stories is an enchanting story destination with Book Nook, Apothecary to the Magical shop, a story market, Feastery café (serving story-themed food and drink) and secret doors that hide beanstalks and writing/theatre spaces, where imaginations are ignited for children and young people to bring stories to life.

This role has been made possible due to funding support from the National Lottery Heritage Fund, in place until August 2027.

### We are looking for a Marketing & Communications Coordinator

#### The role in brief:

Grimm & Co is seeking a creative, organised and values-driven Marketing & Communications Coordinator to help share our story, amplify our impact, and ensure every interaction with our audiences and stakeholders feels magical, inclusive and meaningful.

This role will lead on day-to-day communications and marketing activity across digital and physical platforms, supporting visitor experience, raising the organisation's profile, and strengthening our online presence. The postholder will work closely with colleagues, partners and young people to communicate Grimm & Co's work in a way that is authentic, accessible and inspiring.

The role is key in helping to achieve visitor attendance and income and in communicating our vision and impact to all audiences.

Success in this role will be measured in a variety of ways, including team engagement, visitor satisfaction and visitor numbers, with particular emphasis on digital impressions and marketing activity conversion to physical visits and ticket sales for experiences and activities at Grimm & Co's Emporium of Stories.



## Some Key Terms & Conditions of the Role



**Hours Part Time:** Originally 3 days per week, but due to the charity's needs, this has been increased to 4 days per week (32 hours per week). We operate Monday – Sunday (general shift pattern, including evening and weekend work). A working pattern will be established by agreement on appointment.

**Holidays:** You will receive 25 days of annual leave plus all UK Bank Holidays pro rata.

**Reports to:** Chief Executive

**Location:** Mostly in Rotherham

**Contract:** Fixed Term until August 2027

**Salary:** £27,171.34 pro rata

**Benefits:** Grimm & Co is a charity that rewards staff with a strong commitment to their well-being, staff discount, on-site parking and good working conditions.

## How to apply:

Please submit your CV and a covering letter to [amanda.barnes@grimmandco.co.uk](mailto:amanda.barnes@grimmandco.co.uk). In the subject field, please write "Application for Marketing & Communication Coordinator" followed by your name. The covering letter should outline, with examples, each bullet point from the Person Specification (see below).

Grimm & Co wish to make our application process as accessible as possible. If you are experiencing any barriers in applying for this position, please contact us to discuss this further. We also welcome your thoughts on how we can improve our approach, so please do tell us if your experience of this process could have been improved.

If you have questions about the role and would like to have an informal conversation before submitting a completed application form, please contact the Chief Executive to arrange a conversation by emailing [deborah.bullivant@grimmandco.co.uk](mailto:deborah.bullivant@grimmandco.co.uk).

**Closing Date for Applications:** Midday on Monday, the 2<sup>nd</sup> of March 2026

**Interviews will be held on either the:** 12<sup>th</sup> or 13<sup>th</sup> of March 2026

Please inform us of any issues regarding these dates at the application stage.

**Start Date:** As soon as possible

## Job Description:



### Communications and Content Creation

- Develop our communications strategy across the organisation, to grow and diversify Grimm & Co's communications content and reach. Deliver this strategy on a day-to-day basis.
- Work with staff, volunteers and young people to develop and implement communication plans for specific projects and culturally specific campaigns.
- Create engaging, high-quality content (written, visual and video) for use across social media, website, newsletters and print materials.
- Maintain a consistent and compelling tone of voice aligned with Grimm & Co.'s mission, values and creative identity.
- Gather stories, testimonials and impact content from staff, volunteers, partners and participants.
- Run marketing campaigns, events and projects with tailored communications plans and materials.
- Directly administrate Grimm & Co's external communications through the info@/hello@ email routes.
- Maintain the brand guidelines and act as a brand champion, proofreading marketing materials, offering design guidance and support where needed.
- Write press releases, newsletters and articles for online and offline media.
- Undertake monitoring and evaluation of the impact of our marketing and communication channels and activities.

### Social Media Administration

- Plan, create and schedule regular content across relevant social media platforms.
- Monitor engagement, respond to messages and comments, and foster a positive online community.
- Track performance and use insights to improve reach, engagement and impact.
- Monitor and respond to enquiries through various communications channels, including email and Facebook.

### Visitor Experience Communications

- Ensure clear, welcoming and engaging communications for visitors before, during and after their visit.
- Develop and maintain on-site and digital visitor information, including signage, welcome materials and FAQs.
- Support a seamless and joyful visitor journey through thoughtful communications at every touchpoint.

### Profile Raising & Marketing

- Deliver campaigns for Grimm & Co, its Emporium of Stories, our charitable aims, trading activity and programmes that use the most effective marketing mix with a focus on digital and direct marketing, and including advertising, print and promotions.
- Raise Grimm & Co.'s local, regional and national profile – overseeing the complete campaign cycle – content and creative generation, advertising delivery across digital and offline, as well as reporting and adapting campaigns to optimise return on investment (ROI).
- Ensure clear and consistent application of brand touch points, including online/onsite signage and across all collateral.
- Run marketing campaigns promoting events, programmes, the Emporium and organisational impact.
- Write and launch press releases, media opportunities and partnerships.

### Website & Digital Platforms

- Maintain and update the Grimm & Co website to ensure content is current, accessible, representative and engaging.
- Identify opportunities to improve user experience, navigation and storytelling across digital platforms.
- Support the development and improvement of email marketing and other digital communication tools.

### General

- Evaluate the impact of the above activities for effectiveness, mission alignment and planning.
- Ensure the use of data supports the charity's communications and marketing plans.
- Work collaboratively across teams to support organisational priorities.

- Ensure all communications are inclusive, accessible and ethically produced.
- Support monitoring and reporting on communications activity and outcomes.
- Ensure diversity, our communities and stakeholders are represented across our communications and marketing.
- Support the wider team, as and when required, with any other reasonable duties in the successful delivery of the charity's aims and objectives.

## About you/Person Specification:

Please use this person specification to create your covering letter using the bullet points below.

You will have experience of working within a relevant marketing role using all elements of the marketing mix – with a focus on digital. You will have a keen interest in cultural organisations and be continually striving to learn and grow. You have experience across the complete marketing cycle from idea generation, content creation, advertising planning, reporting and analysis.

### Essential qualifications and experience:

- Experience in communications, marketing or digital content creation
- Strong written communication skills, with the ability to adapt tone for different audiences
- Experience controlling/administering social media platforms and creating engaging content
- Basic knowledge of website content management systems and digital platforms
- Excellent organisational skills and the ability to manage multiple tasks
- A commitment to Grimm & Co.'s values, including creativity, inclusion and social impact

### Desirable experience:

- Experience working in the arts, education or charity sector
- Basic design, photography or video editing skills
- Understanding of visitor-focused or audience-centred communications
- Experience using analytics to inform communications decisions



## Pre-Employment Checks

- All employment offers are conditional upon receipt of two satisfactory professional references. Referees will be sought from an applicant once an offer of employment is made and referees will not be approached without the applicant's permission.
- All contract types are subject to a probationary period of 3 months.

**Please note that this post will require DBS clearance, which will be completed by Grimm & Co for the successful candidate.**

## What our current staff say:

*"The role of the CLC involves exciting delivery of workshops to children and young people. It is a fantastic opportunity to meet people from different backgrounds, both in person and remotely and offer support to encourage their creativity. The role requires you to be organised and have good time management, plus a love of having fun and being a bit silly. As well as delivery, there is a focus on planning sessions, administration, evaluation and analysing our feedback and outputs to keep improving our provision."*

*"For me the best bits are meeting new young people and hearing their amazing ideas and watching them grow in confidence. Seeing a project come to a close and the young people and their families enjoying the end output makes you feel proud and a great sense of achievement. Working with the young people is instant gratification and a reminder of why we do what we do."*

## If this doesn't sound like the role for you...

Why not have a look at our volunteering opportunities? Volunteers are our lifeblood here at Grimm & Co and we support a huge range of volunteering roles, find out more here: [Volunteering - Grimm & Co - Come and join our team \(grimmandco.co.uk\)](https://www.grimmandco.co.uk/volunteering)



[www.grimmandco.co.uk](https://www.grimmandco.co.uk)

Registered charity 01154990