



Job title: Senior Ambassador

Key role: To oversee the delivery of Reading Force across UK military communities, families, and associated organisations, with a primary focus on outreach in England. This role plays a central part in expanding engagement, supporting regional ambassadors, and contributing to the strategic growth of the charity.

Background

This is a new role within Reading Force, generously part funded by The National Lottery Community Fund for England. The role is part-time, working 25 hours per week with flexibility of hours. This role will oversee delivery and engagement across the UK but have a primary focus on

- A) outreach in England, and
- B) support for our regional ambassadors.

Core Competencies

- Understanding of Reading Force’s mission, values, and strategic goals, with a commitment to achieving its objectives
- Insight into the unique needs of the Armed Forces communities throughout their lifecycle, including serving, reservists, veterans and their families
- Appreciation of the role of reading and literacy in promoting education, wellbeing, and family cohesion—especially within military contexts
- Ability to balance the needs of diverse stakeholders while maintaining a clear focus on beneficiary impact

Skills

- Highly organised with excellent planning and time-management skills; adept at managing multiple priorities and deadlines
- Results-oriented, consistently delivering against defined plans and objectives
- Strong analytical skills with the ability to identify trends and inform strategy
- Excellent verbal and written communication skills; confident engaging with beneficiaries at all levels
- Proactive and resilient; works independently, and contributes positively to team dynamics
- Financially literate; experience in budget management and record-keeping with strong attention to detail
- Proficient in Microsoft Office 365 (including SharePoint, Word, Excel, PowerPoint, and Teams)



Role-specific requirements:

Relationships and liaison:

External:

- Act as the primary liaison for delivery partners and other organisations working with Reading Force to support military families and distribute RF material, including charities, schools, welfare services, associations, and commercial partners
- Research and establish contacts regionally; schedule relevant meetings and visits; maintain accurate records and reports via CRM; liaise with senior leadership team to avoid duplication.
- Represent Reading Force at events (in-person and online), delivering presentations and promoting engagement

Internal:

- Line manage; provide guidance and support to regional ambassadors (Book Club Ambassador, Ambassador in Scotland, Veterans Ambassador for England & Wales, and Ambassador in Northern Ireland) to ensure activities run on schedule, meet targets and stay within budget
- Foster team cohesion through regular meetings, sharing best practices, and collaborative learning
- Analyse outcomes and trends to support strategic planning and funding evaluation
- Contribute to the development of Reading Force's initiatives and ensure adoption of best practices

Financial and governance:

- Understand and manage project budgets; secure approvals and maintain accurate records of time and expenses
- Support the Head of Development with funding efforts by identifying opportunities, contributing to applications, and reporting on project outcomes and impact
- Adhere to Reading Force's Safeguarding Policy and uphold principles of equality, diversity, and inclusion

Administration

- Respond promptly to enquiries and requests for materials
- Use internal systems and processes effectively
- Support feedback mechanisms to measure impact and outcomes



Communications/Marketing

- Contribute to communications and branding efforts with support from the RF team
- Assist with social media content creation as needed

Working hours and remuneration:

- **Contract Type:** Fixed-term until 1 April 2028 (subject to funding continuation)
- **Hours:** 25 hours per week with flexible working
- **Salary:** £28,600 per annum (£22/hour), paid monthly
- **Leave:** 36 days annual leave (pro rata), including bank holidays
- **Probation:** Three-month probationary period
- **Reporting Line:** Director
- **Location:** Remote (UK-based)
- **Benefits:** Pension scheme, eligibility begins after successful completion of probation period

In brief:

Informed, proactive, collaborative, responsive, and focused.

The successful candidate will join a well-established, supportive, and committed team, with access to ongoing guidance and collaboration

Reading Force charitable objectives

The following objectives are for the public benefit of all British Armed Forces families and children living in the UK and overseas:

- 1) To advance education by encouraging families to read together for pleasure and talk about a book by providing advice and assistance and materials to support shared reading activities; and
- 2) To promote and protect good health by using reading as a means of mitigating stress and increasing communication and good family relationships following separation due to training, deployment, postings and mobility.