

Job Description

Job Title	Early Years Engagement Coordinator
Grade	Band F
Reporting To	Strategic Senior Manager (Libraries)
JD Ref	CS&CE0120G

Purpose

To lead the development and delivery of Wirral Libraries' early years engagement offer, designing and delivering a programme of activities, events and partnerships that supports babies, young children and their families to engage with reading, learning and library services from birth. The role leads on the BookStart programme as a key strand of this work, alongside broader early years engagement, activity delivery and programme development. This is a 2-year fixed term contract.

Main Duties And Responsibilities

Behavioural:

- Enjoy, achieve, create impact, and thrive in the role and organisation.
- Live our values in the role and organisation.

Early Years Engagement, Activity Delivery & Programme Development:

- Lead the design, development and delivery of Wirral Libraries' early years engagement offer for babies, young children and their families across the borough.
- Develop, plan and deliver a programme of high-quality activities, events and sessions for early years audiences across Wirral's ten staffed libraries and community partner sites.
- Lead the day-to-day delivery of Wirral Libraries' BookStart programme as a key thread of the wider early years offer, ensuring it operates in line with BookTrust national standards and local strategic priorities.
- Manage the distribution and stock of BookStart packs across libraries, family hubs and partner sites.
- Personally deliver early years activities, sessions and events at sites across the borough, modelling high-quality practice for the wider workforce.
- Provide direction and informal supervision to library assistants supporting early years activity delivery, ensuring sessions are delivered consistently and to high standards.
- Develop, plan and support the Service's contribution to national campaigns linked to early years and family reading, including BookStart Week, Time to Read, Summer Reading Challenge (early years) and World Book Day.
- Build and maintain partnerships with family hubs, early years settings, health visitors, midwifery teams, registrars and children's centres to maximise reach to families with babies and young children.
- Lead engagement initiatives aimed at families experiencing barriers to library use, including families with SEND, EAL communities, and communities with lower library engagement.

- Work with schools and early years providers to support transition to library engagement at key developmental stages.
- Develop training, resources and guidance for library staff to confidently deliver early years activities at their home base sites, supporting consistency of practice across the Service.
- Maintain accurate records of programme delivery, BookStart distribution, session attendance and partner engagement for reporting to BookTrust, the Council and partner organisations.
- Identify opportunities for innovation, partnership and external funding to enhance the early years offer.

Team Leadership and Management:

- Provide strong leadership, strengthening engagement, growth, culture, innovation, collaboration and performance.
- Assign responsibilities, setting clear expectations, and deliverables to support staff.
- Through continuous improvement strengthen the tools, practices and impact of the service.

Communication, Engagement and Training:

- Build and maintain partnerships with family hubs, early years settings, health visitors, midwifery teams, registrars, children's centres and schools.
- Represent Wirral Libraries at BookTrust regional forums, early years partnership meetings and place-based working groups.
- Promote the early years library offer through social media, partner channels, council communications and family-facing materials.
- Communicate confidently and warmly with parents, carers and young children to encourage engagement with reading from birth.
- Provide guidance, modelling and informal training to library assistants supporting early years activity delivery.

Data Analysis and Decision-Making:

- Monitor early years engagement, session attendance, BookStart distribution and partner engagement against agreed targets.
- Report on programme outcomes and impact to BookTrust, the Council and partner organisations.
- Use insight from family feedback, observation and partner engagement to inform programme development and continuous improvement.
- Contribute to the Service's evidence base on the impact of libraries for children, families and early years outcomes.

Compliance:

- Adhere to and comply with all relevant corporate policies and procedures including Health & Safety, General Data Protection Regulations (GDPR), Corporate Governance and Code of Conduct.
- Ensure that all service initiatives adhere to relevant legislation, policies and practices.

Other:

- Any other duties commensurate with the grade.



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Role Specific Knowledge, Experience And Skills

Qualifications

- Level 4 or higher qualification in early years, education, child development or family engagement or demonstrable experience in a related field/setting.
- *Desirable: Library or information services qualification.*

Knowledge & Skills

- Sound understanding of early years development, early literacy and the role of reading from birth.
- Knowledge of the BookStart programme and BookTrust national standards (or willingness to develop this quickly).
- Understanding of safeguarding principles as they apply to working with babies, young children and families.
- Knowledge of partnership working with family hubs, health visitors, early years settings and schools.
- Excellent communication, presentation and engagement skills, particularly with babies, young children and their families.
- Ability to lead, plan and deliver engaging activities and events for early years audiences.
- Understanding of equality, diversity and inclusion in service design for families.
- *Desirable: Awareness of the Libraries Connected Universal Offer for Children & Young People (Libraries Rising).*
- *Desirable: Knowledge of Wirral's communities and demographic profile, particularly families with young children.*
- *Desirable: Knowledge of national and regional funding opportunities supporting early years engagement.*

Experience

- Experience of designing and delivering activities, sessions or programmes for babies, young children and families.
- Experience of personally delivering high-quality early years sessions or activities.
- Experience of partnership working with early years settings, family services or similar organisations.
- Experience of managing programme delivery including stock, scheduling and reporting.
- Experience of working with diverse communities and supporting families experiencing barriers to engagement.
- Experience of providing guidance, training or informal supervision to colleagues.
- *Desirable: Experience of working in a library, education, family hub or early years setting.*
- *Desirable: Experience of delivering BookStart, the Summer Reading Challenge or similar national reading initiatives.*
- *Desirable: Experience of bidding for or managing external funding for early years activity.*



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Additional Information

Ability to travel across the Borough and work from various locations.

On occasion, able to work outside traditional hours, of a weekend and evening as required, adopting a flexible working approach in response to business requirements.

Health & Safety Considerations:

- Moving or handling heavy loads
- Work with VDUs (Video Display Unit) (>5hrs per week)
- Working with children

Approved By: James Roberts, Senior Manager Libraries & Information Services

Date Of Approval: 25.06.2026



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