

**Kielder Observatory Astronomical Society  
Job Description and Person Specification**

- 1. Post Title:** Experience and Communications Coordinator
- 2. Location:** Unit C, Bewick, Prestwick Park, Newcastle Upon Tyne, NE20 9SJ
- 3. Relevant to this Post:** Hybrid working policy (minimum 1 day per week worked at office location)  
Permanent contract  
Mon-Fri with flexible evening and weekend work
- 4. Organisation Relationships:** Post holder will report to the Operations and Marketing Director
- 5. Salary:** £ 27,865 (Pro rata 30 hrs per week, actual £22,292)

**6. Description of Role:**

The post's primary purpose is to fulfil the vision, mission and charitable objects of Kielder Observatory Astronomical Society by providing an outstanding experience for all our guests and supporting the development and delivery of our communications.

The duties contained in this job description are not exhaustive and the postholder will be required to carry out other duties commensurate with the purpose of the role.

**7. Primary Duties:**

The primary purpose of this role is to liaise with and support guests and customers of Kielder Observatory, delivering an exceptional and constantly improving experience. This includes:

- Serving as a welcoming ambassador of Kielder Observatory, ensuring that all interactions with guests and external parties reflect our values and mission
- Responding to enquiries through all channels (including in person, voice calls, email, social media, live chat, apps, SMS and others) in a friendly, helpful, and professional manner, ensuring consistent, high-quality service
- Support guests with ticketing and sales, including resolving booking issues, processing refunds, packing and posting merchandise orders, and issuing gift and transfer vouchers in line with KOAS policies
- Resolving any guest issues and acting on feedback promptly and professionally to continuously enhance the experience
- Collaborating with team members to manage and resolve enquiries related to external and private event bookings, invoicing, volunteering or work experience
- Being the first point of contact for astronomical queries from guests, providing accurate information directly or through close coordination with our astronomers
- Ensuring all information issued to guests is accurate, engaging, and up to date
- Monitoring, analysing, and reporting guest feedback

This role will also require the post holder to work with the Operations and Marketing Director and members of the science communications team to support the ongoing communications from Kielder Observatory to its wider audiences. This includes:

- Managing and scheduling engaging social media content (including images, blogs, and videos) across platforms such as Facebook, Instagram, TikTok, X, and LinkedIn
- Managing and growing the Kielder Observatory mailing list to maximise engagement and ensure targeted communication with key audiences
- Assisting with the creation and development of the Kielder Observatory newsletter, ensuring content is well-written, informative, and engaging for subscribers
- Regularly maintaining the Kielder Observatory website, ensuring all content is accurate, engaging, up to date, and optimised for SEO to maximise visibility
- Implementing website updates to improve user experience and support internal reporting needs, ensuring that all changes enhance accessibility and functionality
- Maintaining high-quality, accurate customer communication through the website, ensuring that all interactions reflect high standards of excellence and engagement
- Producing detailed monthly reports on Kielder Observatory's digital audiences, including analysis of engagement, growth, and areas for improvement across social media, the website, and mailing lists
- Exploring and utilising emerging AI technologies, such as automated customer service tools and content generation systems

In addition, the postholder will be expected to contribute to various other activities that support the smooth functioning of KOAS. This includes:

- Attending events at Kielder Observatory to gain in-depth knowledge of our products and services, enabling more effective and informed communication with guests
- Representing KOAS at external events when required, acting as a knowledgeable and enthusiastic ambassador for the organisation
- Collaborating with the Communications and Events Administrator and Finance Executive to ensure smooth and efficient day-to-day operations at the Kielder Observatory office, fostering a positive, inclusive, and welcoming environment for all staff, volunteers, trustees and other guests
- Supporting the CEO with tasks and projects as required, ensuring timely and efficient completion to assist in fulfilling the operational and strategic objectives of KOAS

## **8. General Duties and Responsibilities:**

### **Communications**

Actively engage in meetings, both formal and informal, ensuring respectful and responsive communication across all channels. Collaborate effectively with colleagues, managers, trustees, and stakeholders to maintain a cohesive and supportive working environment

### **Information Management**

Adhere to KOAS's data management policies, ensuring that all data collection, handling, and analysis is conducted in line with organisational standards and legal requirements. Take responsibility for maintaining the accuracy and integrity of information shared internally and externally

### **Confidentiality**

Maintain strict confidentiality of all personal and sensitive information encountered during the course of your work. This includes compliance with GDPR and KOAS's internal confidentiality policies to ensure the protection of staff, guests, and organisational data

### **Equality and Diversity**

KOAS is committed to fostering a diverse and inclusive workplace, where every individual is valued and treated with respect. All employees must promote and uphold KOAS's commitment to equality, ensuring a working environment free from discrimination and prejudice

### **Sustainability and Ethical Practice**

Support KOAS's sustainability goals, including becoming carbon neutral and fostering a positive social and environmental impact. Actively engage in ethical working practices that promote sustainability, social equity, and responsible resource use, while ensuring meaningful engagement with the community and stakeholders in a socially responsible manner

### **Appraisal and Personal Development**

Take responsibility for your own continuous professional development (CPD) by participating in appraisals and seeking opportunities for growth. Employees are encouraged to pursue relevant training and development to enhance their skills and contributions to KOAS

### **Financial Management**

Familiarise yourself with KOAS's financial procedures and ensure adherence in all financial matters. This includes accurate record-keeping, invoicing, and the responsible management of any allocated resources or budgets

### **Health and Safety**

Comply with KOAS's Health and Safety policies to maintain a safe working environment for all. Ensure you are familiar with the Health and Safety Handbook and follow all guidelines, reporting any hazards or incidents promptly

### **Quality Assurance**

Contribute to KOAS's culture of continuous improvement by actively participating in initiatives that enhance service quality, operational efficiency, and guest satisfaction. Ensure that all activities meet the highest standards of professionalism and contribute to the overall success of the organisation

	<b>Essential</b>	<b>Desirable</b>	<b>Assessment</b>
<b>Qualification</b>	<ul style="list-style-type: none"> <li>• Experience of working in a customer facing role</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated interest in astronomy through formal education, personal engagement, or relevant extracurricular activities (e.g., attending astronomy events, personal projects, or related coursework)</li> <li>• Academic qualification in relevant subject to Astronomy</li> </ul>	Application Interview References
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Strong verbal and written communication skills</li> <li>• Confident in speaking with the public</li> <li>• Ability to problem solve effectively and proactively, using own initiative where appropriate, while also knowing when to escalate issues</li> <li>• Ability to sell products</li> <li>• High degree of computer literacy, MS Office 365</li> <li>• Confident in social media use</li> <li>• Managing websites, familiarity with content management systems</li> <li>• Valid driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• Working within a funded organisation</li> <li>• Creating digital content</li> <li>• Experience of creating and analysing reports</li> <li>• Understanding of GDPR regulations, with any formal training or certification in data protection being advantageous</li> <li>• Charity operations</li> <li>• Copywriting</li> </ul>	Application Interview References
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>• Team player</li> <li>• Enthusiastic</li> <li>• Adaptable and open to change</li> <li>• Willing to learn</li> <li>• Attention to detail</li> <li>• Self-motivated and disciplined</li> <li>• Commitment to CPD</li> <li>• Ability to work in a changing and flexible organisation</li> </ul>		Application Interview References

	<ul style="list-style-type: none"><li>• Can build rapport with a wide range of people</li></ul>		
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