



NATIONAL READING CAMPAIGN

Children's Book Review Project

The National Reading Campaign is a not for profit organization dedicated to the principle that reading is essential to the well-being and happiness of an individual, and to that person's capacity to act as a citizen in a democracy.

Reading has an impact on every part of Canadian life – our democracy, our economy, our culture, and our quality of life are all enhanced by reading well and critically. Reading is a life-long source of pleasure. It inspires us. It is a trigger for the imagination. Reading as children - with parents, alone, or at school- sets the stage for becoming life-long, joyful readers. Reading can enhance empathy and lead to greater understanding of people different from ourselves. It increases our emotional intelligence and helps us to appreciate other points of view. Reading helps reduce barriers to access. It is essential to being able to function. Reading is the foundation of future learning. It encourages critical thinking skills of every individual. Reading empowers people to help make a difference and become active citizens.

Children's Book Review Project Description:

Over the past number of years, children's book reviews have disappeared from the pages of our newspapers. We have secured financing to hire professionals to review children's books, and arrange for publication of those in our partner newspapers, on our sponsors' websites, and in as many other outlets as possible.

The reviews will be released at a rate of five-six per week. The reviews will carry a Creative Commons license that allows them to be used elsewhere, with attribution. This will be done so that the reviews can be re-printed in school board newsletters, library websites, home schooling publications, daily and weekly newspapers or any other outlet.

Goals:

1. To provide professionally produced reviews of good Canadian children's books to the widest possible audience.
2. To create and maintain a safe virtual space where conversations about Canadian children's literature can occur.

Co-ordinator Job Description

Compensation: \$1500 / year (contract)

Term: June 1, 2013 - June 1, 2014 (with possibility of renewal)

Report to: Executive Director, National Reading Campaign

Duties:

- administer agreements with reviewers & liaise with Executive Director regarding payments to reviewers
- initiate contact with publishers to solicit review copies; select titles for review
- distribute books to reviewers
- evaluate reviewers on ongoing basis
- manage delivery dates for reviews & publication schedule
- deliver reviews to newspapers
- maintain ongoing relationships with partner newspapers & outlets; place reviews in as many outlets as possible; distribute to stakeholders, partner newspapers, etc etc.
- select new reviewers subject to approval
- collect information on distribution, number of readers reached

QUALIFICATIONS

- familiarity with Canadian Children's publishing
- excellent organizational and communication skills
- able to work independently
- have experience in project management

TO APPLY: please email your cv and a cover letter to info@nationalreadingcampaign.ca. Only those candidates selected for the shortlist will be contacted.