

September 2020

Dear Applicant

Re: Digital Development & Inclusion Coordinator

Thank you for your interest in applying for the above post within Southend Carers.

Enclosed are our Application form, Equal Opportunities form, Job Description and Person Specification. When completing the application, please refer to the Job Description and Person Specification, ensuring that your skills & experience are applicable or transferable to the role.

Please return your completed Application and Equal Opportunities forms, to admin@southendcarers.co.uk. If you are unable to complete the forms online, please submit your application in the post, addressed for my attention. Applications must be marked as private and confidential.

The closing date is 5pm on Wednesday 30th September 2020, and no late applications or CVs will be accepted.

Shortlisted applicants will be invited to attend an interview on **Thursday 8th October 2020**.

Yours sincerely



Siouzzanne Prior
Administrative Officer

Job Description

JOB TITLE:	Digital Development & Inclusion Officer
HOURS:	18½ hours per week
SALARY:	£26,000 pro-rata per annum/FTE
TERMS OF CONTRACT:	This project is currently funded for 6 months
RESPONSIBLE TO:	Chief Executive Officer
LOCATION:	Work from home/Southend Carers (dependant on government guidance)
LIASING WITH:	All staff members from Southend Carers; Social Care; Health & Education Services
PROJECT:	Carers' Crisis Development Initiative – Digital Inclusion

Purpose of Post:

In response to Covid pandemic, the “Carers’ Crisis Development Initiative” will create new ways to deliver our carer support programmes remotely and integrate them with our regular methods as the crisis eases and ‘lockdown’ ends.

This exciting new project will also create digitally inclusive support framework for all Carers living in Southend-on-Sea and beyond.

Main Responsibilities

- To identify, develop and implement appropriate digital and online tools, that increase and improve Carers access information, advice, engagement, training opportunities and support, as well as enhance the charity’s digital communications capacity.
- Coordinate and implement the new CRM system (Charity Log) and use data analytics packages and to manage data and produce analysis reports
- To identify areas for digital improvement, and propose innovative user engagement solutions to meet the current and future needs of carers, clients and other audiences - through the use of digital technology.

- To review existing technologies to ensure that Southend Carers is fully exploiting digital communication to support the provision and promotion of our services, particularly its advice and information gateway and carers support provisions e.g. counselling, befriending, engagement, outreach.
- Identify and develop opportunities for training, skills and capacity development in the use and application of digital tools by carers of all ages, enabling and empowering them to access our online resources and activities.
- Develop and implement digital solutions to marketing campaigns for relevant services utilising a range of techniques including search engine optimisation, pay-per-click, social media, email, video etc. for relevant areas of work.
- Develop and implement digital solutions to provide online information, advice, support, training, activities, outreach and engagement for Carers, partners, other professionals
- To support CEO and Board of Trustees in the development of a digital strategy that widens recognition of the charity's work and the support offered to by the organisation to Carers in Southend-on-Sea
- Develop and implement digital solutions to provide online training and skills development for staff, volunteer competence in the organisation
- To work with managers, staff and the charity's users in producing high-quality digital content and resources that optimise the website and social media functions
- To work with managers and staff to provide timely updates to our social media and information channels, sparking debate around issues that affect Carers, and engaging with clients, supporters and influencers.
- Develop and maintain effective relationships and communication with digital inclusion partners
- Maintain effective monitoring and reporting systems, and produce timely and accurate reports for the project in line with funder requirements and project targets
- Assist in the evaluation of the Digital Inclusion project and its impact

General

- Ensure at all time that the digital and information development works within charity's objects and operational standards
- Develop and maintain and ensure compliance with all corporate and operational policies related to digital inclusion, its development and delivery particularly those related to information governance and GDPR.
- To support the CEO, senior managers and Board of Trustees in the production, analysis and reporting on the delivery and impact of Southend Carers services.
- To ensure the learning and support needs, (particularly in relation to the use of digital technology) of volunteers delivering the information service is identified and managed.
- To ensure oversight and compliance of the charity's digital and information governance obligations are full met and to support senior staff in their review on an regular basis.

Operational Expectations

- The post-holder will be required to participate in professional development, using appropriate learning and training opportunities, to improve relevant knowledge and skills and ensure compliance with Governance requirements
- Work within the policies and procedures of Southend Carers to ensure that all activities comply with all relevant legislation and guidance, in particular Safeguarding, Health & Safety guidance and GDPR data compliance
- Adhere to strict data protection legislation and data sharing agreements
- Undertake any tasks consistent with the scope of the role, ensuring that work is delivered in a timely and effective manner

Person Specification

Post Title: Digital & Information Development Officer

The ideal candidate will have knowledge, experience, skills and a proven track record in the following key areas:

Skills, Knowledge, and Experience	Essential	Desirable
Formal training or qualification (or equivalent) that demonstrates understand and application of digital and information development in a charitable setting	✓	
Knowledge and understanding of the role of digital technologies in the development and delivery of charitable services, particularly information and advice	✓	
Experience of developing digital and information based solutions to meet the changing demands of charity sector and those that use its services	✓	
Excellent up-to-date grasp of digital technologies including a working knowledge of CMS's, Cloud computing and HTML	✓	
Working with websites and content management systems	✓	
Knowledge and experience delivering social media and online marketing to increase wider brand recognition (preferable of a charity and its work)	✓	
Ability to promote the service, build local partnerships and increase recognition of the charity's impact in reducing social isolation and loneliness, particularly in men		✓
Experience of coordinating a public facing information support function in a community based setting		✓
An awareness and understanding of the needs of older people, particularly the impact of social isolation and loneliness		✓
Ability to work with other staff and volunteers in the charity in identifying new opportunities for funding, development and promotion of our services		✓
Understanding of current legislation and operational obligations related to GDPR and Information Governance as relates to a charity organisation		✓

We value diversity and we recognise that different people bring different perspectives, ideas, knowledge and culture, and that this difference brings great strength.

Applications from candidates with protected characteristics are welcomed.

Application Form

Please complete this form in black ink or black type. A curriculum vitae will not be accepted

Post Applied for:	Digital Development and Inclusion Officer
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Personal Details			
Surname(s): (use BLOCK CAPITALS)			
First Name(s):			
Home Address:			
Telephone No:		Mobile No:	
Email:			

Present or most recent employment			
Employer's name and address:	Position held:		
	Current Salary:		
	Date appointed to present post:		
Telephone no:		Reason for leaving:	
Brief outline of duties:			

Previous employment Where possible please cover the last ten years starting with the most recent					
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				
Main duties & responsibilities:					
<p></p>					
Please list other previous posts (please continue on a separate sheet if necessary):					
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				
Employer's name and address	Dates	From (Month):		To (Month):	
	Position held:				
	Reason for leaving:				

Education				
Names of Schools, Colleges, Universities etc. attended	Dates		Qualifications: please indicate level and grade	Date obtained
	From	To		

Details of any course you are CURRENTLY undertaking, anticipated duration and method of study:

Additional Information			
Do you hold a full current driving licence?	Yes <input type="checkbox"/> No <input type="checkbox"/>	Do you have a vehicle you are prepared to use for work purposes?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Do you have an unspent criminal conviction? (If 'yes' please give brief details?) Please note: If the post for which you have applied is exempt from the provisions of the Rehabilitation of Offenders Act, you will be required to complete a separate form.	Yes <input type="checkbox"/> No <input type="checkbox"/>

Total number of days absent from work due to sickness in the last 12 months: Please give reasons below for any extensive sickness (10 days & over):	

Are you required to have a work permit?	Yes <input type="checkbox"/> No <input type="checkbox"/>
If 'yes', do you have one?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Are you connected to a business, which trades with the Southend Carers' Forum? If 'yes', please below state relationship and business name:	Yes <input type="checkbox"/> No <input type="checkbox"/>

Are you related to, or partner of, a Southend Carers Forum committee member or employee? If 'yes', please state below the name(s), relationship and if an employee, their job title:	Yes <input type="checkbox"/> No <input type="checkbox"/>

References			
Please give names and addresses of <i>two</i> referees. The first <u>should be your present or most recent employer (or School/College)</u> . The 2 nd should not be a relative, family member or officially connected with Southend Carers.			
1 st Reference		2 nd Reference	
Name:		Name:	
Address:		Address:	
Position held:		Position held:	
Tel No:		Tel No:	
Email:		Email:	
May we contact this referee if you are offered the position?	Yes <input type="checkbox"/> No <input type="checkbox"/>	May we contact this referee if you are offered the position?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Personal Statement

Please give details below, in support of your application. Refer to the job description and person specification and make reference to any skills/knowledge or experience, which you consider to be relevant. This may have been acquired at work, although it could include school, community or voluntary activities. Please continue on a separate sheet if necessary.

Declaration

I confirm that the details given in this form are correct and understand that any false declaration may result in disciplinary action being taken, which could result in my dismissal from post.

I hereby explicitly consent to Southend Carers retaining my personal details within a manual or electronic filing system in relation to the General Data Protection Regulation and Data Protection Acts 2018, for the specific purposes of recruitment.

Signed:

Date:



Equal Opportunities Monitoring Form

In accordance with its policy on equal opportunities in employment, Southend Carers will provide equal opportunities to any employee or job applicant and will not discriminate either directly or indirectly because of race, sex, sexual orientation, gender reassignment, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of the workforce in encouraging equality & diversity.

In order to assess how successful this policy is we have set up a system of monitoring all job applications. We would therefore be grateful if you would complete the questions on this form. We have asked for your name to enable us to monitor applications at shortlisting and appointment as well as application stage. Thank you for your assistance.

Full Name:	
Job/Role Title:	Digital Development and Inclusion Officer

Gender:				
<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> Transgender	<input type="checkbox"/> Non-Binary	<input type="checkbox"/> Intersex
If you prefer to use your own term, please specify here				

Marital or Civil Status:	
<input type="checkbox"/>	Single
<input type="checkbox"/>	Married/in a registered same-sex civil partnership
<input type="checkbox"/>	Separated, but still legally married/in a registered same-sex civil partnership
<input type="checkbox"/>	Divorced/formerly in a same-sex civil partnership which is now legally dissolved
<input type="checkbox"/>	Widowed/Surviving partner from a same-sex civil partnership
<input type="checkbox"/>	Prefer not to say

What is Your Sexual Orientation?				
<input type="checkbox"/> Heterosexual	<input type="checkbox"/> Gay	<input type="checkbox"/> Lesbian	<input type="checkbox"/> Bisexual	<input type="checkbox"/> Prefer not to say
If you prefer to use your own term, please specify here				



How Would You Describe Your Ethnic Origin?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the most appropriate box

White

 English / Welsh / Scottish / Northern Irish / British

 Irish

 Gypsy or Irish Traveller

 Any Other White Background

Mixed / Multiple ethnic groups

 White and Black Caribbean

 White and Black African

 White and Asian

 Any other Mixed / Multiple ethnic background

Asian / Asian British

 Indian

 Pakistani

 Bangladeshi

 Chinese

 Any other Asian background

Black / African / Caribbean / Black British

 African

 Caribbean

 Any other Black / African / Caribbean background

Other ethnic group

 Arab

 Any other ethnic group

 Prefer not to say

 Other (Please use you own words to describe your ethnicity)

What Age Group do you Belong to?

 16 - 25

 26 - 35

 36 -45

 46 - 55

 56 - 65

 Over 65

What is your Religion or Belief?

 No religion or belief

 Buddhist

 Christian

 Hindu

 Jewish

 Muslim

 Sikh

 Prefer not to say

 Other, please specify:



Your Experience of Health Problems?		
Would you describe yourself as someone who is experiencing or has experienced mental health issues?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
If yes, what support do you think you may need?		
Would you describe yourself as someone who is experiencing or has experienced physical health issues?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
If yes, what support do you think you may need?		

Disability Details		
<p>Southend Carers believes that people are disabled by the barriers society places in their way and not by their own impairments. We believe that everybody has a role to play in society and we want to benefit from the widest range of talent available. Our recruitment policy aims to reflect these beliefs.</p> <p>Do you consider yourself to have a disability as defined by the Disability Discrimination Act 1995 (This means a physical or mental impairment, which has substantial and long term adverse impact on your ability to carry out normal day to day activities)?</p>		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Do not wish to declare.

Consent

Southend Carers [Data Controller] uses this information to review compliance with its policies on equal opportunity in relation to recruitment. We will use this data to inform our statistics on the representation of the categories of individual as shown above. We will treat all personal information in line with current Data Protection legislation (GDPR) and our data protection policy. For more information on how we use the information you have provided, please see our privacy notice for job applicants which is located on our website www.southendcarers.co.uk/privacy-policy/

In order for us to process this information and to comply with Data Protection legislation, we require your consent. You are not required to give your consent; you acknowledge that any consent given is freely given. Your job application is not dependent on your giving consent to our processing of this data.

Completing this form will signify your consent to our processing of this information. Once you have given consent, you may withdraw it at any time by contacting D Fessey - Chief Executive Officer.

Please return this form along with your application form to admin@southendcarers.co.uk