

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.