



Dear Applicant,

Please find enclosed an application pack for the post of Digital Engagement Officer your application pack contains information about TinyLife, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.

The pack contains the following documents:

- ❖ Application Form and Application Checklist
- ❖ Role Profile
- ❖ Monitoring Form

Application and Recruitment Timetable and Process

1. Receipt of Applications	• Close Date 11 th May 2021 at 1 pm
2. Selection Process <ul style="list-style-type: none">• Interview Stage	Date to be arranged

1. Receipt of Applications:

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY

Applicants are required to submit their completed **Application Form** **before the stated close date and time; Tuesday 11th May 2021 at 1.00pm by email only to the CEO.** Incomplete, illegible or late applications will **NOT** be accepted. The responsibility for ensuring this rests with the applicant. **A hard copy of the signed application and monitoring form must be received within 3 working days and sent for the attention of: The Chief Executive, TinyLife, The Arches Centre, 11-13 Bloomfield Avenue, Belfast, BT5 5AA**

Completed application must be EMAILED to the Chief Executive
alison@tinylife.org.uk

Where an email application is submitted, it must be accompanied by an original signature scanned for the declaration section of the form.

Disability Requirements: Should any candidate require reasonable adjustments, please advise the organisation accordingly to ensure consideration and accommodation where possible.

It is your responsibility to ensure you outline clearly in sufficient detail how and to what extent you fully meet each of the Essential and any Desirable criteria.

Shortlisting will be undertaken against the essential and desirable criteria and will be carried out **only** on the basis of the information you submit.

Before you start to complete the Application Form, please check that you meet ALL the minimum essential criteria as detailed.

Applications, CV's and attached sheets:

- Applications will only be accepted on proper application forms so that the same type of information is received from all applicants.
- Attached CV's will not be considered, either in lieu of the application form or in conjunction with it.
- You must complete the application form and application checklist fully and accurately.
- If there is insufficient space for your answer, you may continue on a separate sheet where instructed on the Application Form. Please be advised that you can only use continuation sheets when instructed to do so. The use of continuation sheets outside of this will not be accepted.
- Application forms should not be reformatted or amended.

Please note: Under current legislation, it is a criminal offence to employ a person who is not entitled to work in the UK. Therefore, you will be required to present proof of your right to work in the UK. In all cases, only the acceptable original documentation types, as stated by law, may be accepted.

Declarations of Criminal Convictions / Vetting - FOR REGULATED POSTS ONLY

The post you are applying for is regarded as a Regulated Activity Position, as defined by the Safeguarding Vulnerable Groups (NI) Order 2007, including working with Children, and within the definition of an "excepted" position as provided by **the Rehabilitation of Offenders (Exceptions) Order (NI) 1979**.

For Regulated Activity posts, all applicants **MUST** provide details of **ALL** convictions including **SPENT** convictions which **MUST** be disclosed. This information will be checked and verified. You are advised that **ALL** convictions must be disclosed (spent and unspent) as above. Having a conviction will not necessarily debar you from being considered as due consideration will be given to each individual case in relation to the specific post being applied for.

If your circumstances change since your original disclosure you are required to notify the organisation immediately of any additional or potentially pending convictions not originally disclosed. ***Failure to do so could result in disciplinary action up to and including termination of employment or withdrawal of any offer.***

Further information is provided by Access NI who have produced a Code of Conduct which can be downloaded from the website www.nidirect.gov.uk/accessni

Pre-employment References and Checks: All offers of employment are conditional and subject to a satisfactory Access NI and / or other Checks. Currently, Access NI checks are not portable across employers and therefore even if you have had a recent check, each employer must complete its own checks.

No offer of employment will be confirmed until all vetting and other checks, as required for the position, have been undertaken and are deemed satisfactory. Any conditional offer may be withdrawn, if the required checks are deemed not to be satisfactory. Applicants are advised not to submit their resignation to their current employer until all checks have been satisfactorily

completed and an offer of employment confirmed.

If there is a concern in relation to the checks, you may be invited in to discuss the matter before any decision to appoint/not appoint is made. In deciding if a candidate can be appointed to the position, we will consider the overall character requirements and complete a full risk assessment.

Overseas candidates – For applicants from Overseas (applicants who are citizens of other members of the European community or other countries) Certificates of Good Conduct from their Consulate or other associated checks are required.

Equal Opportunities

Tinylife aims to select the best person for the job and all recruitment decisions will be made objectively based on merit. In line with legislation, we are required to monitor applications for employment in terms of community background and gender. Please complete and return the **Monitoring Questionnaire with your application**. The use and confidentiality of community background information is protected by the Fair Employment and Treatment (Northern Ireland) Order 1998. It will be only be used for monitoring, investigations or proceedings under the requirements of the above legislation.

2. Selection Process

Shortlisting

After the closing date, the first stage in the selection process will be to conduct a shortlisting sift of completed application forms against the eligibility criteria. You will be notified of the outcome of this stage by email.

If further shortlisting is required, an additional sift will be conducted against the desirable criteria. In the event of a large volume of applicants, we reserve the right to enhance the shortlisting criteria.

Candidates who are shortlisted at this stage, will be invited to attend an interview.

Interview Stage: Date will be advised

This interview will explore suitability against the core competencies and behaviors required for the post as outlined in the Role Profile. Interviews will be held by Zoom.

Second Interview Stage: If Required

If required this would be used to further shortlist candidates to a second stage process.

Candidate Availability

Applicants are advised that they **must be** available to attend on the date arranged if shortlisted for interview, as **unless exceptional circumstances arise, TinyLife are under no obligation to offer other dates.**

Role Profile:	Digital Engagement Officer
Reporting to:	Head of Fundraising and Communications
Hours / Salary:	Part time, 25 hours per week / Scale 4 – Point 7 – 11 Pro Rata
Main Job Purpose:	
Develop TinyLife's online presence, raising the profile and promoting activities for the Family Support, Fundraising Department & CEO office through digital platforms. Deliver on targets and increase TinyLife's digital footprint in line with our regional plan and strategy.	
Key Responsibilities of this role:	
<p>1. Support the delivery of the Strategic Direction in line with the mission, vision and values in line with your remit.</p> <ul style="list-style-type: none"> - Support the promotion of our mission and values in all digital activity whilst working towards achieving our aims and objectives. - Undertake your duties to achieve objectives in line with KPI's. - Take personal responsibility for effective communication. - Act as an ambassador in all interactions, developing and maintaining effective relationships internally and externally as appropriate. <p>2. Oversee the effective operational delivery and development of the administration of the office to deliver KPI's in line with quality standards and legislative compliance.</p> <ul style="list-style-type: none"> - The planning and implementation of activities in line with the Communications Plan; - Management of the website, to include copywriting; - Development of a social media strategy to guide social media planning; - Management of social media activity across Facebook, Twitter and Instagram to include content development. The post holder will be responsible for liaising with designers where necessary or developing creative themselves using online tools such as Canva, ensuring visuals are optimised for the channel in question; - Community management across social channels, responding to comments or queries in a timely and friendly manner; - Development of relationships with external partners to further the reach of Tinylife's content and explore new online partnerships; - Development of ideas and content for new channels, such as webinars and podcasts; - Keeping up to date with trends and developments across digital channels and presenting new opportunities to build on Tinylife's existing online presence; - Idea generation, using digital channels to assist Tinylife in growing their fundraising capabilities online; - Generation of reports for Senior Management to highlight ongoing digital performance through the use of web and social media analytics, providing insights which can inform decision making; - Budget management; - Any other duties as necessary. <p>3. Ensure effective personal leadership.</p>	

- Take personal responsibility for adopting a professional approach and adherence to the values of the organisation at all times.
- Be accountable for your own performance in line with a high-performance culture.
- Attend regular team meetings in order to maintain good communication within the department, and positively contribute to sharing concerns, experience and skills.
- Comply with the organisation's operational and people related policies and procedures.
- Help ensure that employees and volunteers are effectively inducted.
- Positively identify any training and development needs as required to develop your skills and abilities and be committed to your own on-going professional development.

4. Ensure regular reporting including against KPI's.

- Ensure relevant digital performance data & analysis is collated for each of the Family Support, Fundraising Department & CEO's office.
- Assist in the collation and completion of required management reports as may be required accurately and within timescales relating to your area of responsibility.
- Seek feedback for internal and external stakeholders to inform current and future development of digital activities.
- Ensure manual and computerised records are maintained and are accurate and up to date at all times.
- Support the effective monitoring and evaluation of all activities and outcomes as may be required in line with organisation and stakeholder requirements.

5. Research, Continuous Improvement and Development to meet current and future needs.

- Review your practices to identify new and creative approaches to be deployed to improve efficiency and effectiveness in your role.
- Put forward ideas in relation to new ways of working to promote innovation, creativity and experimentation to ensure continuous improvement.
- Assist with research, assemble and analyse data for funding and other documents.
- Provide support to any of our activities, events, campaigns or promotions as required.

6. Ensure effective financial management and use of resources.

- Ensure the efficient and effective use of all our resources (staff, financial and physical).

7. Assist with the management of Risk, H&S, Quality and Compliance.

- Ensure appropriate risk assessments are undertaken in relation to all aspects of your duties including that of others and all risks minimised in line with our Policies and Procedures.
- Ensure adherence to quality assurance standards and codes of practice in line with changing requirements, legislative compliance and best practice in relation to the activities under your remit.
- Ensure confidentiality and take proactive steps to ensure compliance with GDPR legislation at all times to minimize risk, maximise data security and to handle any actual or potential breach.
- Adhere to all Health and Safety policies and practices are adhered to under your remit.
- Ensure that any issues in relation to Health & Safety (including security) are resolved and / or brought immediately to the attention of management.

8. Other.

- To carry out such other duties as required within competence and the demands and responsibilities of the post.

This job description may be subject to change in line with the changing needs and demands of the organisation.

Core Competencies and Behaviours: The following competencies will be explored at interview

To fulfil this role, the successful job holder will need to demonstrate the following:-

- **Effective Leadership:** The ability to take personal leadership, responsibility and accountability within your area of work.
- **Focus on Outcomes / Project Management:** Exceptional organisational skills and strong attention to detail; with the ability to effectively plan and organise work efforts / projects, anticipate issues and overcome obstacles to ensure results are delivered in line with organisational goals and KPI's.
- **Building Relationships, Teamwork and Communication:** The ability to act as an effective ambassador and team player to build and maintain effective relationships with a range of service users / clients / stakeholders (both internally and externally) ensuring appropriate two-way information sharing.
- **Sound Judgement and Decision Making:** The ability to gather, analyse and evaluate the appropriate data / information to generate solutions enable effective judgements and decisions to be made to influence or negotiate with others.
- **Innovation, Change and Resilience:** The ability to use your initiative to think ahead and evolve / implement new service innovations / geographical delivery opportunities, ensuring their effective management, and helping others to adapt within a changing environment.
- **Service Excellence:** The ability ensure high quality standards and customer service excellence are consistently delivered.
- **Technical and Professional Development:** Effective use of IT.

DIGITAL ENGAGEMENT OFFICER PERSON SPECIFICATION

ESSENTIAL

Employment, Qualifications / Education

Essential Criteria Includes:

- Level 4 qualification in Digital Media, Communications, Marketing or equivalent
- Minimum of 2 years' proven experience planning and managing of social media content including community management and content development;
- Minimum of 2 years' proven experience maximising reach through digital communications channels including online partnerships;
- At least 1 year's experience maintaining a website;
- Experience of developing copy for online purposes;
- Experience of working within brand guidelines;
- Budget management experience.
- Full Driving License and access to a car to carry out the needs of the post

TINYLIFE JOB APPLICATION FORM



Job Ref: DEO/04/2021

Application No:

- Please write clearly (type or block capitals)
- All information will be treated in confidence and will be used by TinyLife to assess your suitability for the job
- Candidates will be short listed on the basis of information contained in this application and checklist

Job Applied For:	
Surname:	
Forename (s):	
Address:	
Postcode:	
Home Tel. No.	
Mobile No.	
Email Address	
National Insurance No.	

Your Qualifications

Type of Exam (GCSE, NVQ, A Level, Degree etc)	Subject	Grade

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Previous Jobs *(Start with present or most recent job)*

Name & Address of Employer	Dates employed & salary	Type of Job (give brief description of duties)	Reason for Leaving



Digital Engagement Officer

Job Ref: DEO/04/2021

Name of Applicant:

Application No:

ESSENTIAL CRITERIA

You should use this section to clearly demonstrate how you meet the essential criteria for this post as identified in the job advertisement and personnel specification.

DEMONSTRATED RELEVANT EXPERIENCE IN the criteria below:

1. Level 4 qualification in Digital Media, Communications, Marketing or equivalent

Please use the space below to demonstrate this experience with dates, as appropriate. Additional pages will not be accepted. (Max 250 words)

2. Minimum of 2 years' proven experience planning and managing of social media content including community management and content development;

Please use the space below to demonstrate this experience with dates, as appropriate. Additional pages will not be accepted. (Max 250 words)

3. Minimum of 2 years' proven experience maximising reach through digital communications channels including online partnerships;

Please use the space below to demonstrate this experience with dates, as appropriate. Additional pages will not be accepted. (Max 150 words)

4. At least 1 year's experience maintaining a website;

Please use the space below to demonstrate this experience with dates, as appropriate. Additional pages will not be accepted. (Max 150 words)

5. Experience of developing copy for online purposes;

Please use the space below to demonstrate this experience with dates, as appropriate. Additional pages will not be accepted. (Max 150 words)

6. Experience of working within brand guidelines;

Please use the space below to demonstrate this experience with dates, as appropriate. Additional pages will not be accepted. (Max 150 words)

7. Budget management experience.

Please use the space below to demonstrate this experience with dates, as appropriate.
Additional pages will not be accepted. (Max 150 words)

8. Proven excellent interpersonal skills.

Please use the space below to demonstrate this experience with dates, as appropriate.
Additional pages will not be accepted. (Max 150 words)

9. Proven ability to work reliably on own initiative.

Please use the space below to demonstrate this experience with dates, as appropriate.
Additional pages will not be accepted. (Max 150 words)

10. Willingness to access and attend training opportunities relevant to the post.

Please use the space below to demonstrate this experience with dates, as appropriate.
Additional pages will not be accepted. (Max 200 words)

Special Requirements

11. A full, current driving license and/or access to a form of transport which will enable the post holder to carry out all duties.

Please use the space below to demonstrate how you meet this requirement.
Additional pages will not be accepted. (Max 50 words)

Declaration

I declare that the information I have given is correct.

Signed: _____ Date: _____

MONITORING FORM

Ref: DEO/04/2021

MUST BE SUBMITTED OTHERWISE APPLICATION WILL BR INVALID

TinyLife is committed to promoting equality, diversity and an inclusive and supportive environment for staff, volunteers and families.

In particular TinyLife will seek to ensure that people are treated equitably regardless of their gender, race, ethnic background, age, disability, socio-economic background, religious or political beliefs and affiliations, marital status, sexual orientation or other inappropriate distinction.

In order to do this, it is necessary to collect information from all employees and job applicants on the key characteristics which relate to equality and diversity in employment.

The information collected will be used for monitoring purposes under the terms of the Data Protection Act 1998.

This part of the application will be treated in the strictest confidence.

All applicants should complete this section. The information will also be used for the purpose of monitoring in terms of the principles of equality of opportunity and will not form part of your application.

Please provide information below about yourself that would assist this process

Please indicate your religion or the religion to which you would be perceived to belong by ticking the appropriate box below:

I am a member of the Protestant Community

I am a member of the Roman Catholic Community

I am a member of neither the Protestant nor the Roman Catholic Community

Please indicate your gender by ticking the appropriate box below:

Male

Female

Do you consider yourself to have a disability under the terms of the Disability Discrimination Act 1995, defined as a physical or mental impairment, which has a substantial and long term adverse effect on a person's ability to carry out normal day to day activities?

Yes

No

If 'yes', please state the nature of your disability:

Please describe your ethnic origin by ticking the appropriate box below:

Bangladeshi	<input type="checkbox"/>	Irish Traveller	<input type="checkbox"/>
Black African	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>	White	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Mixed Ethnic Group	<input type="checkbox"/>
Indian	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>

This monitoring form should be returned in a **separate envelope to:**

Monitoring Officer

**TinyLife
First Floor
The Arches Centre
11-13 Bloomfield Avenue
Belfast
BT5 5AA**

Privacy Notice for Recruitment

This document sets out the main elements of the data we collect about you as an applicant, why we collect it and what we do with it during and after the recruitment process. We want you to feel assured that we manage your data confidentially, safely and securely.

Content of our Privacy Notice

- The Data we collect, why we collect It and how we use it
- Data Disclosure and Security
- Retention of Recruitment Data
- Making a Data Subject Access Request (DSAR)
- Making a Complaint

In accordance with our recruitment process, you are advised that personal and sensitive data about you may be collected, transferred, processed, stored, and retained in a manual and/or computerised form in a fair and lawful manner by the Company and/or by its third-party representatives. The information that you provide during the process will only be used for the purpose of progressing and evaluating your application in line with our contractual obligations and/or to fulfil legal or regulatory requirements.

You are advised that for reasons other than set out above, we are required to seek your consent to collect, hold, process and retain other data. If this applies you will be informed and you may opt not to consent. In any such circumstances, we will work out how we may best work with to you/deliver those services to you.

The Data we collect, why we collect it and how we use it

We collect and process certain data that either you provide to us or data we collect from or about you. This is so as we can contact you to progress your application and/or assess your suitability for the role you have applied for including undertaking any other checks and verifying data as may be necessary. We will not collect more information than what we need to fulfil our stated purpose and will retain it for no longer than necessary. The information we collect will be retained by us during the process and for a period after the recruitment process has been closed to ensure we can fulfil our legal obligations. *You do not have to provide the information, but it may affect our ability to progress your application if you do not.*

We will request certain information throughout the different stages of the recruitment process:

Application Stage: Typically, this may include asking you to supply the following information: CV/Application form including: Your name, contact details, previous experience, qualifications, professional memberships, references. You may also be asked to provide equal opportunities information at this stage. If we have 11 or more full-time employees working 16 hours or more per week, we are required to monitor this information by law under Fair Employment legislation. Whilst we encourage you to complete the Equal Opportunities Monitoring form, you are advised that it will not affect your application if you do not do so. This information will not be made available to the recruiting manager. The data will be shared with the Equality Commission on an anonymised/collective basis as required by law.

Shortlisting: The recruitment panel will shortlist all applications for interviews. They will be provided with your CV/Application in order to shortlist against the criteria. Your equal opportunities information will not be made available to them.

Assessment and selection: Applicants who have been shortlisted will be invited to attend a selection event which may comprise of an interview and other methods, such as psychometric tests. The information

collected and retained may include interview notes, test results and any letters to you including to those who have been deemed unsuccessful at shortlisting or interview stage. Other personal and/or sensitive data may also be collected, processed and retained at various stages of the process such as: photocopies of your passport/other appropriate documentation to confirm your eligibility to work in the UK as required by law, proof of qualifications, criminal records declaration and a satisfactory Access NI or other security checks, references details including confirming your previous employment history, medical questionnaire and other pre-employment checks as may be appropriate to the role.

We may also use the information we collect to enable us to provide updates to you including, if appropriate, to advise you of other available opportunities/suitable vacancies for which you may wish to be considered and/to improve our recruitment processes.

The information we collect, process and retain is necessary in order for us to progress your application and meet our contractual and legal obligations.

Data Disclosure and Security

Our recruitment processes and/or selection tests may be provided/managed by a third-party company acting on our behalf. If so, they will also collect and hold these documents. We will have contracts in place which means they can only process your personal information under our instruction and only for the purposes intended. They are not permitted to share your personal information with anyone and must hold it securely and retain it only for the period as instructed by us. Your data may also be shared with the Equality Commission, HM Revenue and Customs and other parties as required for the purpose of fulfilling our legal obligations and our contractual obligations in relation to undertaking and verifying pre-employment checks as appropriate to the role. The information provided will be stored in secure databases and other cloud-based services, as well as paper files which will be retained in locked filing cabinets.

We confirm that we have appropriate security measures in place to manage and restrict access to your personal information and to prevent unauthorised access. This data is only available to authorised personnel who need to know that information in order to process it for us. These individuals are subject to strict contractual confidentiality obligations and may be subject to disciplinary and other action including termination of their contract/employment if they fail to meet these obligations.

Retention of Recruitment Data

General Application and Selection Information	At least 1 year from monitoring date
Recruitment monitoring information This relates to our obligation to monitor the gender and religious breakdown of our workforce and to report on this to Government Agencies.	At least 4 years for applicants, for duration of employment for employees
Disclosure information/vetting for criminal offences (if required) This relates to retention of identity information, your vetting code and date confirming Vetting. This information is only requested when the role or business undertakes regulated activities for the purposes of Safeguarding to ensure we manage our legal and safety obligations to clients.	For the duration of your employment and at least 6 years after termination

Data Subject Access Request (DSAR)

You have a right to access information we may hold on you to confirm the accuracy of data and check the lawfulness of its processing or to allow you to exercise your rights including to correct or object if necessary.

If you wish to make a request for information we hold on you, this should be made to Alison McNulty, tel 02890 815050 / email alison@tinylife.org.uk

- Your full name, address and contact details
- Any information used by us to identify you (such as Application number)
- Details of the specific information required and any relevant dates

We will normally respond to your request within one month. However, this may be extended by a further two months whereby a request is complex or numerous. If this applies we will write to you within one month of the receipt of the request and explain to you and explain why the extension is necessary.

The information will normally be provided to you free of charge. However, we reserve the right to charge a reasonable fee when a request is considered to be 'manifestly unfounded', 'excessive' or 'repetitive.' In such cases the fee will be based on the administrative cost of providing the information. In exceptional circumstances, we may refuse to respond to the request. If this applies we will explain to you why and inform you of your right to complain.

Making a Complaint

You have a right to complain to the ICO if you think there is a problem with the way we are handling your data.