Dear Applicant

This candidate pack contains information about the post of **Digital Engagement Officer**

It contains information about:

1. The process and timetable
2. Terms, Conditions and Benefits of working for TinyLife
3. Privacy Notice for Recruitment
4. Role profile and job specification
5. Application form

Please read these carefully to understand whether the role is suitable and that you meet the role requirements.

**1. The process and timetable**

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| **Vacancy Close Date and Time:** | **Monday 15 August 2022 at 12, Noon****Application forms received after this time and date will not be accepted** |
| **Interview Dates:** | **Week commencing 22 August 2022****If candidates are not available for interview on this date – no other date may be arranged** |

**2. Terms, Conditions and Benefits of working for TinyLife**

**Terms and Conditions of Employment**

* Any offer of employment will be provisional subject to two satisfactory references, right to work in the UK without restriction and Access NI check when required.

**Benefits**

* Enhanced Holidays - 25 days annual leave plus 12 statutory days (pro-rata)
* Enhanced Pension– up to and including 6% contribution by TinyLife
* Westfield Health Care Package (after 6 month)
* Consideration will be given to hybrid working in line with business needs

**3. Privacy Notice for Recruitment**

For information on 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 please see <https://www.tinylife.org.uk/app/uploads/2022/06/TinyLife-Privacy-Notice-Recruitment.pdf>. We want you to feel assured that we manage your data confidentially, safely and securely.

**4. Role Profile and Job Specification**

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| Role Profile:  | Digital Engagement Officer  |
| **Reporting to:** | **Head of Fundraising and Communications** |
| **Hours / Salary:** | **Part Time 25 hours per week / NJC 15-20 (23,953 – 26,446) pro rata** |

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| Main Job Purpose: |
| To develop TinyLife’s online presence and digital footprint, raising the profile and promoting activities for the Family Support, Fundraising Department & CEO office through digital platforms. |

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| **Key Responsibilities:** |
| 1. **Performance Results**
 | * Take personal responsibility for performing the role in line with agreed performance objectives and the vision, aims and values of Tiny Life
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| 1. **Digital Engagement**
 | * Manage the planning and implementation of on and off line marketing strategy in line with the strategy and Communications Plan to achieve KPIs
* Develop and implement the social media strategy, including proactively maintaining the website and exploring the potential of new social channels as well as new content creation such as webinars and podcasts to extend our reach and drive engagement and SEO
* Generate new ideas and seek new opportunities as appropriate.
* Manage and respond to all comments or queries across all social medial channels
* Conduct regular reporting and analysis on digital performance, including against KPI’s and help make recommendations for improvement.
* Use reporting and data analysis to assist with research to support funding and other documentation.
* Develop relationships with internal and external stakeholders to drive/progress the social media strategy and influence outcomes
* Support any of our activities, events, campaigns, or promotions as required.
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| 1. **Continuous Improvement**
 | * Seek opportunities to promote continuous improvement in all areas of practice
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| 1. **Risk, H&S, Safeguarding, Quality and Compliance**
 | * Adhere to standards in line with changing requirements, legislative compliance and best practice
* Act confidentially and take proactive steps to ensure compliance to GDPR at all times
* Adhere to Safeguarding, Health and Safety policies, procedures and practices at all times and report any risks immediately to your manager
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| 1. **Other**
 | * To carry out such other duties as required within competence and reason to meet 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**
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**Job Specification**

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| **Essential Criteria** |

* Minimum 3 A-Levels or equivalent to include either digital media, communications, or marketing. OR relevant work experience within a digital marketing role.
* Minimum of 2 years’ proven experience planning and managing of social media content including community management, content development and website management.
* Experience of using the latest digital tools and techniques including SEO
* Exceptional written and verbal communication skills with exceptional attention to detail
* Experience working on multiple projects with conflicting deadlines
* A full clean, current driving license and/or access to a form of transport which will enable the post holder to carry out all duties

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| **Desirable Criteria** |

* Experience of monitoring and reporting on performance to inform recommendations
* Experience of working within brand guidelines.

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| **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: * **Focus on Outcomes:** Ability to effectively lead, plan and organise work under your remit, anticipate issues and overcome obstacles to ensure results are delivered.
* **Teamwork and Communication:** The ability to build and maintain collaborative partnerships and / or influence a wide range of stakeholders (both internally and externally) in line with our ethos and values.
* **Innovation, Change and Resilience:** The ability to use your initiative to think ahead to find solutions to overcome challenges.
* **Service Excellence:** Strong attention to detail with the ability to ensure high quality standards and service excellence is consistently delivered.
* **Technical and Professional Development:** Effective use of IT including excel and databases.
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**TINYLIFE IS AN EQUAL OPPORTUNITIES EMPLOYER**

Dear Applicant

Please find enclosed an **Application Form** for the post of **Digital Engagement Officer**

**INSTRUCTIONS - PLEASE READ THE FOLLOWING INFORMATION CAREFULLY**

1. Please ensure you read the candidate pack which includes details of the role and criteria to be met.
2. You must complete the Application form fully and accurately. If there is insufficient space for your answer, you may continue on a separate sheet. CV’s will not be considered, either in lieu of the application form or in conjunction with it.
3. **It is your responsibility to ensure that sufficient information is given on the application form to demonstrate how and to what extent you meet the *both the essential and any desirable criteria.***
4. Please write clearly (type or block capitals) or type your responses.
5. All information will be treated in confidence and will be used by TinyLife to assess your suitability for the job.
6. Candidates will be shortlisted only on the basis of information contained in this Application.
7. You must ensure you complete and return the Application form and Equal Opportunities Monitoring Questionnaire by no later than the close date and time specified in the candidate pack. **Application forms received after this time and date will not be accepted.**
8. **Application Form should be emailed to** hr@tinylife.org.uk **or posted to TinyLife, Unit A5 Sydenham Business Park, 17 Heron Road, Belfast BT3 9LE**
9. TinyLife have a policy on the 'Recruitment of ex-offenders' policy, and this is available upon request.
10. TinyLife have a GDPR policy on 'Handling, storage, and disposal of Disclosure information and this can be available upon request. Please also refer to our Privacy Statement for recruitment in the candidate pack.

**TINYLIFE JOB APPLICATION FORM**

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| **Job Ref:**  | DEO/July22 |
| **Application No:**  | DEO/July22/ |

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| **The Vacancy / Job Applied For:** | **Digital Engagement Officer**  |

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| APPLICANT DETAILS |
| Surname:  |  | Forename(s): |  |
| **Home Address:** |  |
| **Postcode:** |  | **Email:** |  |
| **Home Number:** |  | **Mobile Number:** |  |
| **National Insurance Number:** |  |

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| **Reasonable Adjustments**Please provide details of any special arrangements/ adjustments in relation to either communications or access requirements if invited to interview |  |

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| ELIGIBILITY TO WORK IN THE UK |
| Do you have the right to work in the UK? Yes No As required under legislation, we will require you to present documentary evidence to confirm your right to work in the UK. *E.g. Your Passport or other Official Documentation confirming your National Insurance Number and your Full Birth Certificate or any other eligible documentation* |

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| **Where did you see advert?** |  |

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| **In the event you are unsuccessful in your application for this role, are you interested in being kept informed regarding other roles with TinyLife?** | YES ☐ / NO ☐ |

**2. EMPLOYMENT HISTORY**

*Please use the space below to list all present and past employment, in chronological order, i.e.; starting with your most recent employer first.* All previous employment must be accounted for in your application.

*You may use a separate continuation sheet if necessary.*

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| **Are you currently employed?**  | **Yes / No** |

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| **Name of Current Employer:** |  |
| **Employment Date:**  | **From** |  | **To** |  |
| **Address of Current Employer**  |  |  **Postcode** |  |
| **Current Position / Job Title:** |   |
| **Notice Period:** |  |
| **Salary and Benefits:** |  |
| **Key Duties and Responsibilities:** Please use this to also note any additional Information (any other relevant information you feel may be relevant): |
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| **NAME & ADDRESS****OF EMPLOYER** | **Date From and To:** | **Type of Job** **(give brief description of duties)** | **SALARY**  | **REASON FOR LEAVING** |
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| OTHER EMPLOYMENT – Please declare any other employment you currently undertake that would continue with if you were to be successful in obtaining this position. |
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| 1. **ESSENTIAL CRITERIA**
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**Please identify your relevant experience by ticking the appropriate box and then demonstrating to what extent you meet it in the text box for each criteria.**

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| **Criterion 1 –** Minimum 3 A-Levels or equivalent to include either digital media, communications, or marketing. OR relevant work experience within a digital marketing role.  | YES ☐ NO ☐ |
| **Criterion 2 –** Minimum of 2 years’ proven experience planning and managing of social media content including community management, content development and website management. | YES ☐ NO ☐ |
| **Please use the space below to demonstrate, with supporting evidence, the level and extend of your experience in relation to criterion 1 and 2 (no more than 150 words)** |
|  |
| **Criterion 3 –** Experience of using the latest digital tools and techniques including SEO | YES ☐ NO ☐ |
| **Criterion 4 –** Exceptional written and verbal communication skills with exceptional attention to detail  | YES ☐ NO ☐ |
| **Criterion 5 –** Experience working on multiple projects with conflicting deadlines  | YES ☐ NO ☐ |

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| Please enter an x in the boxes below as to which applies as appropriate |
|  | Beginner | Intermediate | Excel at |
| **Excel** |  |  |  |
| **Microsoft Word**  |  |  |  |
| **PowerPoint** |  |  |  |
| **Email** |  |  |  |
| **Any additional relevant IT related skills or qualification as related to the post** |
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| **Driving License and Access to a Car (if applicable)** |
| Do you hold a valid driving license?  | Yes No  |
| Do you have access to a car or other form of transport to enable the post holder to carry out the duties associated with the post?  | Yes No  |

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| 1. **DESIRABLE CRITERIA**
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Please use this section to clearly demonstrate how you meet the desirable criteria for this post as identified in the job advertisement and personnel specification.

During the shortlisting phase of the recruitment process, In the event that we receive high levels of applicants meeting the essential criteria, we reserve the right to revert to the desirable criteria.

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| Experience of monitoring and reporting on performance to inform recommendationsPlease demonstrate, with a short explanation to set out your experience (no more than 100 words)  | YES ☐ NO ☐ |
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| Experience of working within brand guidelines. | YES ☐ NO ☐ |

1. **ADDITIONAL INFORMATION** / **SPECIAL REQUIREMENTS**

Please use this space should you wish to provide any additional information that you feel may support your application / to clearly demonstrate how you meet the special requirements for this post as identified in the job advertisement and personnel specification.

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1. **References**

All offers of employment are conditional and subject to receipt of satisfactory written references. Please provide the names, telephone numbers, addresses and email addresses of two referees, one of whom should be your present or most recent employer/line manager, and one who knows/has known you in a work capacity and can comment on your suitability for this post.

**Please note we will not contact your referees prior to interview and only upon a conditional offer having been made.**

|  |  |
| --- | --- |
| **First Referee** | **Second Referee** |
| Name:  | Name:  |
| Address: | Address: |
| Tel:  | Tel:  |
| Email:  | Email:  |
| Occupation:  | Occupation:  |
| Relationship to you: | Relationship to you: |

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| 1. **Declaration**
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| I certify that to the best of my knowledge all information provided in this Application is truthful and accurate including that contained within sections 8 and 9 below. I confirm I have not omitted any facts that could affect my employment. I understand that any false or misleading statements or if I have suppressed any material facts could place any subsequent employment in jeopardy / result in a job offer being withdrawn and / or if appointed, dismissal.I understand that any employment to be taken up is subject to me providing documentary evidence of my right to work in the UK, as well as evidence of any qualifications as relevant to the post and satisfactory references or other checks as may be reasonably required. I consent to personal data contained within this form being processed and retained for the purposes of assessing suitability for the post and may form the basis of any subsequent personnel file in line with GPDR. Please refer to our Recruitment Privacy Notice.**Signature: Date:** If your application is submitted by email, you are advised that an electronic signature will be accepted. |

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| 1. **DECLARATION OF CRIMINAL CONVICTIONS**
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| PLEASE NOTE THE FOLLOWING: **You have been asked to complete this section of the form as the role you have applied for is considered to be covered by the Rehabilitation of Offenders Act 1974. The information disclosed on this form will not be kept with your application form during the application process.**Applicants are, therefore advised that they are not entitled to withhold information about convictions that are for other purposes “spent” under the provisions of the Order. Any information given will be treated in the strictest confidence and applicants are advised that a criminal record will not, in itself, debar their application from consideration or from being appointed. All cases will be examined on an individual basis and due consideration given in relation to the specific post being applied for. Suitable applicants will not be refused a post due to an offence/s which is not considered relevant to the role for which they are applying.It is important that applicants understand that deliberate attempts to conceal the information requested in this form could result in the application being considered NULL and VOID, or an offer being withdrawn and / or disciplinary proceedings or dismissal.If circumstances whereby a candidate or employees circumstances have changed since their original disclosure they are required to notify the organisation immediately of any additional or potentially pending convictions not originally disclosed. Again, failure to do so could result in in an offer being withdrawn and / or disciplinary proceedings or dismissal. |
| ACCESS NI: I understand that this post is (or may be) exempt from the provisions of the Rehabilitation of Offenders (NI) Order 1978. | Yes [ ]  No [ ]  |
| In the event of my application being successful, I consent to undergoing an Access NI check. | Yes [ ]  No [ ]  |

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| Do you have any unspent convictions or conditional cautions? Have you ever been excluded / barred from working with children and/or young people? | Yes [ ]  No [ ] Yes [ ]  No [ ]  |
| If yes, you have two options for disclosing your criminal record. Option 1: You can disclose your criminal record on a separate sheet provided that you mark a cross on the line below and attach the details in an envelope stapled to this form. The envelope should be marked CONFIDENTIAL and state your name and details of the post.I have attached details of my conviction separately\_\_\_\_\_ (please mark with an X if appropriate.)Option 2: Please provide details in the space below. |
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**Section 9: MONITORING FORM**

Job File Ref No: **DEO/July22** Applicant No: **DEO/July22**/

This monitoring form **should be returned in a separate envelope** to: **Monitoring Officer, TinyLife Unit A5 Sydenham Business Park, 17 Heron Road, Belfast BT3 9LE**.

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 we provide equality of opportunity, and that no employee or job applicant receives less favourable treatment on the grounds of perceived religious belief, political opinion, gender, marital or family status, disability, age, race, nationality or sexual orientation.

As legally required, we monitor the community background and sex of our job applicants and employees in order to demonstrate our commitment to promoting equality of opportunity in employment and to comply with our duties under the Fair Employment & Treatment (NI) Order 1998.

All applicants should complete this section. However, you are not obliged to answer the questions on this form and you will not suffer any penalty if you choose not to do so. Nevertheless, we encourage you to answer these questions. If you do not complete this section, we are encouraged to use the “residuary” method, which means that we can make a determination on the information requested on the basis of personal information supplied by you.

**Please Note: If you answer this questionnaire, you are obliged to do so truthfully, as it is a criminal offence under the Fair Employment (Monitoring) Regulations (NI) 1999 to knowingly give false answers to these questions.**

Your answers will be used by us to prepare and submit a monitoring return to the Equality Commission, but your identity will be kept anonymous. In all other regards your answers will be treated with the strictest confidence and this sheet will be detached from your application prior to interview. We assure you that your answers will not be used by us to make any decisions affecting you, whether in a recruitment exercise or during the course of any employment with us. All data will be retained and processed in line with GDPR requirements.

Regardless of whether we practice religion, most of us in Northern Ireland are perceived to be members of either the Roman Catholic or Protestant communities. **Therefore, we ask you to indicate your community background by ticking the appropriate box below:**

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| 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 |   |  |
|  |  |  |

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| **Please indicate your gender by ticking the appropriate box below:** |  |  |
| Male  |   |  |
|  |  |  |
| Female |   |  |

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| **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: |  |  |