Dear Applicant

This candidate pack contains information about the post of **Digital Marketing 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:** | **Friday 17th November at 12, Noon**  **Application forms received after this time and date will not be accepted** |
| **Interview Dates:** | **Week beginning 27th November**  **If candidates are not available for interview on this date – no other date may be arranged** |
| **Any other Dates to be notified to candidate:** | N/A |

**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 Marketing Officer |
| **Reporting to:** | **Head of Fundraising & Communications** |
| **Hours / Salary:** | **25 Hours, NJC pt 15-20** |

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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 TinyLife |
| 1. **Website Management** | * Ensure that the TinyLife website is always up to date, accurate and that all functionality, including sales/fundraising paths work smoothly and effectively. * Drive an increase in the volume of visits to the website, engagement and fundraising sign up/donations * Manage analytic tools and search engine optimisation to ensure that the website is delivering the required results   - Perform data analysis using tools such as Google Analytics, Hootsuite and Meta Business Suite  - Perform basic search engine optimisation tasks to ensure best practice is followed on all newly published content   * Continually look for opportunities to enhance the website, with ongoing reviews and refreshes of the platform with the charities web development agency. |
| 1. **Digital Marketing** | **Social Media**   * Working closely with other team members, plan and deliver regular compelling content on TinyLife Social Media platforms to support fundraising and awareness campaigns, and grow following on each platform. * Agree, manage and evaluate paid-for social media advertising * Respond quickly and appropriately to questions and comments raised on social media platforms. Generate new ideas and seek new opportunities as appropriate. * Conduct regular reporting and analysis on Social Media 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.   **Email Marketing**   * Working closely with other team members, draft and manage email marketing campaigns to support fundraising and awareness campaigns. * Use the charities database to segment and target audiences for email campaigns.   **Digital Marketing and Promotion**   * Working closely with other team members, identify appropriate platforms for digital advertising and manage digital advertising campaigns on Meta and Google Ads platforms. * Provide performance reports on all digital advertising. * Create a library of excellent photography & video of current campaigns. * Create templates and content that can be adapted for ongoing campaigns.   **Communications and Fundraising Strategy**   * Take responsibility with the rest of the Fundraising team for delivering all aspects of TinyLife’s Communication Strategy, including increasing audience engagement, growing and managing event attendance, campaign participation and deepening audience engagement online. |
| 1. **Continuous Improvement** | * Seek opportunities to promote continuous improvement in all areas of practice |
| 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. |
| 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** |

**Job Specification**

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| **Essential Criteria** |

* A relevant third level qualification OR minimum of 2 years work experience within a digital marketing role.
* 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
* Experience in working with standard CRM database, Microsoft Office and CMS systems.
* Proficient in effective management of online media (web and social media) to drive stakeholder behaviour.
* 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 in a charity environment.
* Experience using Canva/Photoshop.
* Experience of Google Adwords and Meta advertising
* 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. |

**TINYLIFE IS AN EQUAL OPPORTUNITIES EMPLOYER**

Dear Applicant

Please find enclosed an **Application Form** for the post of **Digital Marketing Executive**

**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** [info@tinylife.org.uk](mailto:info@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:** | DMO01 |
| **Application No:** |  |

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| **The Vacancy / Job Applied For:** | **Digital Marketing Executive** |

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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?** |  |

**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** |

**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 –**  A relevant third level qualification | YES ☐ NO ☐ |
| **Criterion 2 –** OR minimum 2 years work experience within a digital marketing role. | YES ☐ NO ☐ |
| **Please use the space below to demonstrate, with supporting evidence, the level and extent 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 ☐ |
| **Criterion 6 -** Experience in working with standard CRM database, Microsoft Office and CMS systems. | YES ☐ NO ☐ |
| **Criterion 7 -** Proficient in effective management of online media (web and social media) to drive stakeholder behaviour. | 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** |

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 recommendations  Please demonstrate, with a short explanation to set out your experience (no more than 100 words) | YES ☐ NO ☐ |
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| Experience of working in a charity environment | YES ☐ NO ☐ |
| Experience using Canva/Photoshop | YES ☐ NO ☐ |
| Experience of Google Adwords and Meta advertising | YES ☐ NO ☐ |
| Experience of working within brand guidelines | YES ☐ NO ☐ |

Following interviews, a waiting list will be created for same or similar roles for a period of 12 months from the date of outcome.

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** |
| 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** | |
| 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: DMO01 Applicant No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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 |  |  |
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| 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 |  |  |
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| 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: |  |  |