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**Candidate Information Pack**

**Digital Communications Officer**

**Please find enclosed:**

## Background Briefing

## Job Description and Person Specification

* Application Form
* Equalities Monitoring Form
* The Recruitment Process

For background information on Cripplegate Foundation and Islington Giving please go to

[www.cripplegate.org](http://www.cripplegate.org) and [www.islingtongiving.org.uk](http://www.islingtongiving.org.uk)

**Background Briefing**

Islington Giving brings people together to change lives for good.  Many people don't experience Islington as a place of wealth and opportunity, but instead deal with isolation, insecurity or financial hardship. Our practical, action-focused work helps support people across the whole borough. Since 2010, together with inspiring local partners, we have reached over 20,000 people. But we need more support to change more lives.

Cripplegate Foundation is an innovative place-based grantmaker that designs and develops new ways of transforming the lives of people living in Islington and the Cripplegate Ward, City of London. Since being established in 1500, it has provided resources and support to local people and organisations by building strong and effective partnerships. Driven by its research into life in Islington, Cripplegate Foundation worked with local partners to establish Islington Giving in 2010.

Find out more about our work at [www.cripplegate.org](http://www.cripplegate.org) and [www.islingtongiving.org.uk](http://www.islingtongiving.org.uk)

**Job Description**

**DIGITAL COMMUNICATIONS OFFICER 0.6 FTE**

**Purpose of role**

To manage digital engagement for Islington Giving (85%) and Cripplegate Foundation (15%) – raising our profile with identified audiences in order to harness more income and support, engage in a pro-active conversation with stakeholders and contribute to positive supporter care. The post-holder will also support offline fundraising and communications activity.

The nature of this post could shift to suit the skillset of the right candidate – whether your key strengths are in writing compelling online copy, working on digital fundraising campaigns or in analytics, we’d love to have a conversation with you about how you can contribute to changing lives in Islington for the better.

**Reports to:** Islington Giving Director of Development and Communications

**Main duties and responsibilities**

**Digital communications and fundraising**

* To develop a digital engagement plan for Islington Giving
* To content manage the Islington Giving and Cripplegate Foundation websites
* To oversee digital fundraising including researching online giving mechanisms, SMS opportunities, fundraising platforms and potential Crowdfunding initiatives
* With the Communications Manager, ensure that news is shared via digital channels
* Establish measures and analytics for the success of digital activity
* To produce online communications with supporters, including e-zines
* To proactively manage our social media presence, seeking new opportunities for growth and engagement through established channels (eg. Linkedin) and testing new channels (eg. Nextdoor)
* To provide advice and support for colleagues in the use of social media
* To oversee SEO and the use of third-party content
* To work collaboratively on initiating digital engagement and fundraising campaigns
* To work with colleagues to ensure online and offline communications are aligned.

**Content development and writing**

* To support the Communications Manager in gathering stories and developing narrative
* To write content as appropriate for all digital channels and occasionally print
* To support the production and commissioning of film and video content
* To ensure all copy is approved by the relevant team member.

**Brand**

* To work with the Communications Manager to ensure that Islington Giving and Cripplegate brand guidelines are followed
* With the Communications Manager, to develop an effective and comprehensive archive of images, publications and video on behalf of IG and CF
* To keep a record of all media/PR references to IG and CF
* To second-eye content developed by colleagues

**Supporter communications**

* Ensuring a good supporter experience through digital media by prompt response to supporter queries and requests
* To work with the IG Development and Communications Director and Communications Manager on digital supporter journeys
* To ensure supporter records are updated following digital interactions

**Internal**

* Ensure compliance with Fundraising Regulator best practice online, as well as data protection regulation in all digital communications (PECR and GDPR).
* Be an active member of the team, spotting opportunities to collaborate and celebrate success
* To keep a record of progress against tasks, and to be self-scheduling and self-administrating in order to ensure workplan is completed.

**External**

* Keeping up to date on trends in digital fundraising and marketing
* Ensure appropriate Intellectual property permissions are given before using external content
* Managing external digital partnerships where appropriate
* To undertake any other duties that may reasonably be requested.

**About you**

38% of Islington’s children live in poverty, and we have one of the highest rates of depression in London. You will thrive in this post if you want to make a positive change for people who live here, by telling their stories, raising funds and communicating why others should get involved.

You will be a well-organised individual who enjoys the opportunity of finding solutions to communications and fundraising challenges in the digital space. You will be confident in advising others on the best ways to deploy time and energy in raising the brand profile and increasing income for the essential work Islington Giving supports.

You will be comfortable working with competing deadlines and priorities, managing your own workload and the expectations of others.

**Experience and abilities**

**Essential**

* Experience of using digital marketing to achieve organisational aims
* Excellent written and spoken English, with an ability to write compelling content for a range of audiences
* Working knowledge of a range of digital marketing techniques such as email, search engine optimisation and social media advertising
* Ability to manage projects
* Experience of producing digital content for a commercial organization or charity
* Excellent IT skills with demonstrable experience of working with Microsoft Office applications

**Desirable**

* A knowledge of (and love of!) the borough of Islington
* Knowledge of social media strategies for fundraising and marketing
* Experience of fundraising and charity communications more broadly
* Experience of Google Analytics
* Experience of using content management systems
* Experience of using CRM databases.

**Personal qualities and approach**

* An excellent team player with a collaborative approach to the overall fundraising and communications portfolio
* Self-motivated and able to work independently with good time management skills.
* A confident communicator
* Commitment to the values and mission of Cripplegate Foundation and Islington Giving – making a better life for everyone within the borough.

**TERMS AND CONDITIONS**

The appointment is subject to an initial six-month period of probation, during which performance will be regularly reviewed. The hours worked are flexible by agreement with the Director of Development and Communications. On completion of the probationary period, notice will be one month on either side.

Hours: 3 days, 21 hours a week

Salary: £26,080 - £29,049 pro rata

Holiday: 25 days pro rata, plus 3 days paid leave over Christmas

Pension: Employee pays at least 3% of salary and Cripplegate Foundation contributes 10%

Reporting to: Islington Giving Director of Development and Communications

Location: Cripplegate Foundation offices, at 13 Elliott’s Place, Islington N1 8HX and potentially at home

Training: Appropriate training to support the post holder in the role will be offered and agreed with the Director.

**Application Form**

**Job title:** Digital Communications Officer

**Reporting to:** Islington Giving Director of Development and Communications

**Deadline:** 6th June 2019

To be considered for this post, please submit a completed application form to: [recruitment@cripplegate.org.uk](mailto:recruitment@cripplegate.org.uk)

**PERSONAL DETAILS**

Surname:

First Name(s):

Address:

Contact telephone number(s):

Email:

**EMPLOYMENT RECORD**

**Current/most recent employment**

Name and Address of Employer:

From: To:

Post and brief outline of duties:

Reason for Leaving:

Notice period:

**Previous employment** (please continue on a separate sheet if necessary)

Name and Address of Employer:

From: To:

Post and brief outline of duties:

Name and Address of Employer:

From: To:

Post and Brief Outline of Duties

Name and Address of Employer:

From: To:

Post and Brief Outline of Duties:

**EDUCATION AND TRAINING UNDERTAKEN**

**Education and Qualifications:**

**Training:**

**IF THE ANSWERS TO QUESTIONS 1 AND 2 DO NOT ACCOUNT FOR AT LEAST THE LAST 10 YEARS, PLEASE FILL IN ANY GAPS BELOW:**

**DESCRIBE ANY COMMUNITY ACTIVITY OR VOLUNTARY WORK YOU HAVE BEEN INVOLVED IN WHICH IS OF RELEVANCE TO THE POST** (please include dates and names of organisation).

**WHAT RELEVANT SKILLS OR EXPERIENCE YOU WOULD BRING TO THIS POST**

**Please address each of the criteria listed in the person specification** (please continue on a separate sheet or extend the form if necessary)

**WHY ARE YOU APPLYING FOR THIS POST?**

**REFERENCES**

Please give the names and addresses of two professional referees, one of whom should be your current or most recent employer. References will only be contacted should you be offered the post after interview.

Name:

Position:

Company/Organisation:

Address:

Email:

Telephone:

In what capacity do you know this person?

Name:

Position:

Company/Organisation:

Address:

Email:

Telephone:

In what capacity do you know this person?

**SIGNED:** **DATE:**

Please note that knowingly giving incorrect information on this application could lead to termination of employment.

**Equalities Monitoring Form**

Cripplegate Foundation is committed to ensuring that all sections of the community have equal access to its recruitment process. The information provided will be removed from your application and will not be used for the purpose of short listing for this post. Your response to this is entirely optional.

The information provided is confidential and for monitoring purposes only. Cripplegate Foundation takes data privacy seriously and works in accordance with associated legislation, including the GDPR and the Equality Act (2010). [You can view our full Privacy Statement here](https://www.cripplegate.org/privacy-statement).

1. **Age**

|  |  |
| --- | --- |
| **16-24** |  |
| **25-35** |  |
| **35-44** |  |

|  |  |
| --- | --- |
| **45-54** |  |
| **55-64** |  |
| **Over 65** |  |

1. **Gender**

What do you consider to be your gender?

|  |  |
| --- | --- |
| **Female** |  |
| **Male** |  |
| **Other** |  |

1. **Disability**

The Equality Act (2010) defines disability as ‘a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities.’

Do you consider yourself to be disabled within this definition?

|  |  |
| --- | --- |
| **Yes** |  |
| **No** |  |

1. **Ethnicity**

What do you consider to be your ethnicity?

**Asian**

|  |  |
| --- | --- |
| **Bangladeshi** |  |
| **Indian** |  |
| **Pakistani** |  |
| **Other background** |  |

**Black**

|  |  |
| --- | --- |
| **British** |  |
| **African** |  |
| **Caribbean** |  |
| **Other background** |  |

**White**

|  |  |
| --- | --- |
| **British** |  |
| **Irish** |  |
| **Other background** |  |

**Mixed**

|  |  |
| --- | --- |
| **White and Asian** |  |
| **White and Black African** |  |
| **White and Black Caribbean** |  |
| **Other Mixed Background** |  |

**Other ethnic group…………………………..**

**The Recruitment Process**

## Timetable

|  |  |
| --- | --- |
| Deadline for applications | 6th June 2019 |
| Candidate assessment day | 10th – 11th June |
| Final Interview | 12th June |
| Decision made & successful candidate notified | 21st June |

## To Apply

If you would like to apply for this role, please complete this Application Form [delete the preceding pages before sending] and attach an up-to-date CV.

Please send these two documents, **by 10am, on 6th June 2019**, to

[recruitment@cripplegate.org.uk](mailto:recruitment@cripplegate.org.uk)

**Information**

For more information or for an informal chat, please contact [mail@islingtongiving.org.uk](mailto:mail@islingtongiving.org.uk)