Recruitment Pack



# Digital Communications and Marketing Officer

# Use your skills to enable disabled people to achieve their ambitions.

Dear Potential Applicant,

Disabled people face significant inequalities in education, sport, leisure and employment. They often face multiple barriers to fulfilling their potential and achieving their aspirations. Sport and physical activity have the power to inspire, enable, build self-esteem, and provide success. They can improve physical health, employability, mental well-being and social community inclusion. However, many barriers prevent disabled people from accessing sport. These include a lack of coaching, clubs, transport, equipment and support networks, as well as high costs and negative perceptions of disabled people participating in sport.

We are a fairly new charity established in 2021, with big ambitions for the future. We have started with small but meaningful projects. We are reaching out to disabled people, learning from our projects, and focusing on our vision and purpose.

We are now looking for someone to join our small but mighty team as our Digital Communications and Marketing Officer. This is a new role, and is crucial to the development of the charity over the next three years. You will grow our brand, tell our story, and help develop relationships with partners, funders and the disability community. This role has the potential for growth and development. You will have a huge influence in shaping our marketing strategy so that we can continue supporting disabled people to achieve their ambitions through sport.

If you have any questions or would like an informal chat about the role, please contact me at penny.sturgess@whitehead.foundation or 07749 833 776. As a user led organisation, we are keen to receive applications from disabled people.

Thank you and best wishes,

Penny Sturgess

CEO Richard Whitehead Foundation

## About the Richard Whitehead Foundation

The Richard Whitehead Foundation is a small charity with big aspirations to create social change and use the power of sport for the benefit of disabled people. We believe in the impact of sport: the increased mental well-being, the confidence, the self-esteem, the social inclusion and employability which can come from it. We want disabled people to be able to thrive and benefit from all these opportunities.

Our vision: Enabling disabled people’s ambitions.

Our purpose: We believe disabled people should have access to the life-changing power of sport.

Our mission: We place the individual at the centre of our work. We provide access to life-changing support, mentoring, information, advice, equipment, and opportunities that will spark a sustained lifetime intervention.

Our values: Person Centred Dynamic Powerful Authentic Inclusive

## Main purpose for this role

We are looking for a proactive, confident and dynamic individual to help us tell our story and get our voice heard. You will join our small creative and supportive team within an empowering, values-led organisation that is person-centred and ambitious to empower disabled people.

We are looking for someone who has a natural flair for and an interest in communications, to develop and implement our aspirational plans, in particular through social media and the development of our website. We are looking for a dynamic content creator who can work independently, take initiative and proactively get our messages across to a wide audience across our various platforms.

You will develop marketing materials and collateral for events and fundraising initiatives. You will manage the strategic development of our digital communications infrastructure, ensuring it is fit-for-purpose, secure, efficient, and in line with emerging best practices in the third sector. In addition, you will create engaging content across digital platforms and utilise your digital skills and knowledge to increase awareness and income through these channels.

You will work confidently with a wide range of individuals and groups including disabled people, volunteers, external supporters and occasionally, businesses. You will keep up to date with developments in the disability and sports sectors in order to ensure content is factual and accurate.

# Digital Communications and Marketing Officer – Job description

**Job Title:** Digital Communications and Marketing Officer

**Reports to:** Chief Executive Officer

**Responsible for:** No staff; volunteers as appropriate

**Location:** Home based, with travel where required within England and Wales for events

**Hours:** Part time 3 days or 22.5 hours per week

**Flexibility:** Flexible working hours are available. The role may require some evenings and weekend work.

**Length of contract:** Permanent

**Salary range:** £30,000 – 33,000 depending on experience (pro rata)

## Roles and Responsibilities

## Main Responsibilities

**Brand Management and Communications**

* Develop and implement our communication and social media plans to raise the profile of The Richard Whitehead Foundation and encourage further support and build engagement.
* Oversee the design, development and implementation of brand identity for the Richard Whitehead Foundation and associated programmes.
* Create and collect photographic and video content to support the wider marketing aims of the Richard Whitehead Foundation and store it in an accessible and indexed format.
* Produce dynamic content for our social media channels, website, newsletter and press releases.
* Work alongside the CEO, key trustees and external agencies to manage and maintain a dynamic, user-friendly website.
* In consultation with the CEO and the Trustee Marketing and Communications lead, develop marketing or promotional materials (including social media) and sign-up routes for activities and events.
* Design, launch and develop regular Richard Whitehead Foundation e-newsletters.
* Work with the CEO and Trustee Marketing and Communications lead to establish strong relationships and networks with trustees, local and national media outlets.
* Support with the development and design of additional fundraising and events materials.

**Events**

* Develop and distribute communication plans for key Richard Whitehead Foundation events.
* Brief and organise production of print and promotional materials to support the delivery of Richard Whitehead Foundation events.
* Lead on the communications and media activity leading up to, during and post events.
* Source and manage photographers, videographers and volunteers where required.
* Develop feedback and evaluation mechanisms linked to key events and programmes.

### **Account management and team admin:**

* Maintain thorough and accurate records of research, contacts, relationships and activities on our database.
* Support the use of JustGiving and Enthuse platforms by providing effective messaging and consistent branding.
* Act as the first point of contact to our supporters via phone, email, post, face to face and through digital channels.
* Support the excellent stewardship of fundraisers and supporters for The Richard Whitehead Foundation through effective messaging and marketing, and work with colleagues to ensure these are followed.

### **Other:**

* Ensure all activity complies with the latest data protection legislation.
* Work effectively and collaboratively with colleagues across the Richard Whitehead Foundation.
* Attend internal and external meetings and represent the Richard Whitehead Foundation at events, where required.
* Contribute to monitoring and evaluation activities including our Annual Impact Report.
* Assist with other admin and support tasks as required by our small charity.
* Attend occasional out of hours meetings or event.

**Person Specification**

1. **Qualities, attributes, and behaviours**

**Essential**

* **Person centred** – You work to achieve individual need and show empathy for each individual we support. You listen and value the lived experience of disabled people.
* **Dynamic** - You are positive, agile, transformative, and responsive.
* **Powerful -** You are bold, resilient, and hardworking to support us to achieve our ambitions for our community.
* **Inclusive -** You are inclusive in your actions and behaviours considering the diversity of people we are supporting. You value people from diverse backgrounds and aim to make everyone feel welcomed, and like they belong.
* **Authentic -** You are honest, genuine, and transparent in your approach.
1. **Experience**

**Essential**

* Significant experience of working in a communications or marketing role.
* Experience of working with disabled people, either throughlived experience as a person living with an impairment or by being immersed in the disability or associated community.
* Confident and competent to work independently and remotely, as well as part of a team.
* Experience of working with the media and building a network of contacts.
* Experience in delivering successful social media marketing campaigns.

**Desirable**

* Experience in the sport, leisure, or physical activity sector.
* Experience of working in or with the charity sector.
* Experience of event organising and supporting fundraisers on their journey.
* Experience of working with volunteers.
* Previous experience of brand management.
1. **Skills**

**Essential**

* IT and digital literacy, including Microsoft systems and social media platforms.
* Current and relevant knowledge of design and print methods.
* Excellent written communication skills, including the ability to write persuasively and for different audiences.
* Excellent organisational skills, including ability to manage multiple tasks and projects and meet tight multiple deadlines.
* Effective research, good numerical and analytical skills.
* Acute attention to detail and to seek the highest standards.
* Ability to create and maintain successful working partnerships with multiple stakeholders.
* Able to demonstrate a commitment to equal opportunities, inclusivity and diversity.
* Ability to communicate effectively with a diverse range of people connected to the Richard Whitehead Foundation.

**Desirable**

* Experience of editing and developing website content using a content management system.
* Previous use of fundraising systems and databases such as Enthuse.
1. **Other**

**Essential**

* Awareness of key legislation, e.g. Data Protection Act and Copyright law.
* Understand the importance of addressing and responding to the needs of different audiences.
* Aligned to the Richard Whitehead Foundation ambitions and values, driven by impact for the people we serve.
* Willing and available to work outside normal working hours if required.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in light of the changing needs of the foundation.

## Benefits

* Flexible working.
* 28 days annual leave, plus public and bank holidays (pro rata for part-time employees).
* Access to company pension.
* Access to learning and development opportunities.

## Safeguarding

The Richard Whitehead Foundation is committed to safeguarding and protecting the individuals we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have policies and procedures in place which promote safeguarding and a safe working environment.

## Inclusion and diversity

The Richard Whitehead Foundation strives to engage an ability-based workforce which reflects the diverse nature of our communities. We are committed to equality, diversity and inclusion and it is important to us that this is reflected in the diversity of the people who work for us.

## Application process

If you would like to be considered for this role, please forward a current CV with a supporting statement, explaining how you meet the person specification. Your application can be a video, audio, or word-based document – whatever works best for you.

Your supporting statement is such an important part of your application. We cannot make assumptions about your suitability, so the information you provide in your supporting statement is key for us for shortlisting. Please show how you meet each part of the person specification. Please use lots of examples. We are looking for evidence that you can thrive as our Digital Communications and Marketing Officer.

Please email your application to: charity@whitehead.foundation **before 10pm on Sunday 14th April 2024.**

**Interviews are planned for the week commencing 29th April 2024.**

For an informal chat about the role, please contact our CEO, Penny Sturgess at penny.sturgess@whitehead.foundation or 07749 833 776.

Please let us know if you need us to adapt the process to best suit any needs around disability.

If you don’t hear from us within two weeks of the closing date, please assume that we are not inviting you to continue to the next phase, on this occasion.

Please note that all offers of employment will need references deemed satisfactory by The Richard Whitehead Foundation, a DBS check and proof of eligibility to work in the UK.