



University of  
**Strathclyde**  
Glasgow



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# Digital Support Advisor

Department	Social Work and Social Policy ( <a href="http://www.strath.ac.uk/humanities/socialworksocialpolicy/">www.strath.ac.uk/humanities/socialworksocialpolicy/</a> )		
Faculty	Faculty of Humanities and Social Sciences ( <a href="http://www.strath.ac.uk/humanities/">www.strath.ac.uk/humanities/</a> )		
Staff Category	Administrative and Professional	Reference No	604596
Reports To	Policy & Public Affairs Advisor, CYCJ	Grade:	6
Salary Range:	£31,396 - £34,980	Contract Type:	Fixed Term (12 months)
FTE	1 (35 hours/week)	Closing Date	07/04/2024

## Job Advert

This is an exciting new role designing and delivering digital communications to strengthen the reach and impact of the Children and Young People's Centre for Justice (CYCJ) and offering some support to the Institute for Inspiring Children's Futures (IICF) and aims to build on the synergies and complementarity between the two University centres. Both centres have complementary missions, yet with their own distinct partners, projects and work across Scotland and internationally. The post is based within CYCJ.

### About Children and Young People's Centre for Justice:

CYCJ works towards ensuring that Scotland's approach to children and young people in conflict with the law is [rights-respecting](#); contributing to better outcomes for our children, young people and communities. We produce robust, ground-breaking work by bringing together children and young people's contributions, research evidence, practice wisdom and system know-how to operate as a leader for child and youth justice thinking in Scotland and beyond. An [evaluation](#) of CYCJ, published in 2020, highlights how our significant contribution stems from our unique role and positioning:

*'CYCJ is a boundary-spanning intermediary organisation. Boundary spanners are capable of contributing to system change. Their work to redress the imbalances of information, to connect and share insight across groups, to coordinate people to collaborate on key issues as well as focused interventions on seemingly intractable issues can come together to create paradigm shifts in the system'*

Our focus for 2020-2025 is on supporting Scotland to comply with its international commitments for children and young people in conflict with the law in relation to the United Nations Convention on the Rights of the Child (UNCRC). You can read more about this in our [strategy](#).

We work across three workstreams: Practice and Policy Development, Research, and Participation and Engagement.

CYCJ is primarily funded by the Scottish Government and is based in the School of Social Work and Social Policy at the University of Strathclyde. Our Executive Governance Group has oversight of CYCJ and our strategic direction, and consists of representatives from across policy, practice, research and lived experience.

## About the Institute for Inspiring Children's Futures (IICF)

The Institute for Inspiring Children's Futures works with partners to reveal and resolve the structural barriers to children in adversity reaching their potential. We bridge multiple perspectives to tackle big, complex challenges. We seek new solutions to long standing problems. We have an international outlook, a policy orientation, and a focus on the role of government, drawing on multiple disciplines to enable sustained impact for children.

We partner with international organisations and young people, and across the University and around the globe. Together, we engage governments to support policy responses that benefit children who face adversity. Our work focuses on Justice, Rights and Wellbeing.

We are a small team with international reach, and a range of established networks, including UN, intergovernmental, service-delivery, governmental, academic and advocacy bodies.

We actively seek to bridge research with impact, across disciplines and perspectives, convening people with differing experiences and roles to identify new solutions intergenerationally, and to apply this learning together for transformative change, with and for children.

Together - with our staff team, our Doctoral Research Centre doctoral students, a wide range of Non-Governmental Organisations and multilateral agency partners, and at times with children and young people themselves - we work to develop the evidence-base, strengthen political will, and support effective policy and practice responses for children facing adversity worldwide.

## Job Description

### Brief Outline of Job:

This is an exciting new role within CYCJ for an individual skilled at using social media, web-site copy/design and all other channels to communicate messages from the Children and Young People's Centre for Justice, and the Institute for Inspiring Children's Futures. Using the CYCJ and IICF messaging and brands, this is an opportunity for someone to join the CYCJ policy and public affairs team, to support the internal and external communications of CYCJ - a busy centre that works across Scotland, and IICF - an Institute working internationally, both with lots of different partner agencies.

The following activities are not meant to be exhaustive. It describes the main duties and responsibilities of the post. CYCJ and IICF are both small, agile organisations and the job description may change in light of developing organisational needs.

### Main Activities/Responsibilities:

1.	Maintain and develop social media channels, creating appropriate content (including graphics), monitoring and reporting on performance, including through paid campaigns.
2.	Support regular internal and external communications, including working with the wider teams to design, draft and develop content for e-bulletins, blogs, news stories, and internal updates on policy and legislative developments.
3.	Support teams to share messages around their work; training; publications etc.
4.	Support the development and maintenance of the CYCJ and IICF websites, the Just the Right Space website, and the websites/social media platforms of any specific projects, ensuring wider teams are supported to develop relevant, up to date content.
5.	Work with the events teams to communicate any training and event activities, and to attend relevant events, to share live messages and updates through social media channels.
6.	Build and maintain relationships with external stakeholders and agencies to share publications.
7.	Working with the CYCJ Policy and Public Affairs Advisor to create compelling and appropriate email/social media campaigns and support key colleagues in the creation of their content.

8.	Write, edit and proofread communications materials to ensure consistency and compliance with branding, values, key messages, accessibility and style guidelines. Design short reports.
9.	Support the CYCJ Policy and Public Affairs Advisor to disseminate information through all channels.
10.	Support the social media/communications for partnership projects.
11.	Promote and support the centres' mission, vision, values and principles of governance and, by personal example and quality of contribution, promote a culture of continuous improvement.

## Person Specification

### Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

E1: Degree or relevant work experience.

### Experience

E2: Experience of publishing to digital platforms to a high standard and encouraging innovation and a good understanding and experience of the use of video on the web.

E3: Sound knowledge and current experience of social media, especially Facebook, Twitter, Instagram, Linked In and social media management platforms such as Hootsuite.

E4: Experience and confidence in using website content management systems, including Squarespace, and Customer Relationship Management (CRM) platforms such as Mailchimp.

D1: Experience of developing digital campaign strategies

D2: Experience of using design and basic video editing tools such as Canva

### Job Related Skills and Achievements

E5: Experience of writing engaging copy across print, web, email and social media, editing and sub-editing.

E6: Strong digital literacy and technical ability

D3: Excellent communications skills and understanding of how to connect with a variety of target audiences. This includes the ability to turn complex issues into succinct, compelling content.

D4: Experience of proofreading for publication.

### Personal Attributes

E7: Team player, who is flexible and supportive to the requests of others.

E8: Ability to prioritise own work, and work independently.

E9: Demonstrates a commitment to children's rights and the values of CYCJ and IICF.

E10: Excellent interpersonal and communication skills.

E11: Excellent attention to detail and organisational skills.

## Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

## Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforus>).

Informal enquiries about the post can be directed to Carly Elliott, Participation and Policy Lead ([carly.elliott@strath.ac.uk](mailto:carly.elliott@strath.ac.uk)).

## Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

## Rewards and Benefits

Our staff have access to a wide range of outstanding benefits that include financial rewards, family friendly and wellbeing benefits and career development opportunities, details of which can be found [here](#).

## Probation

Where applicable, the successful applicant will be required to serve a 9 month probationary period.

## Pension

The successful applicant will be eligible to join the Universities' Superannuation Scheme. Further information regarding this scheme is available from [Payroll and Pensions](#).

## Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

## Interviews

Formal interviews for this post will be held on 15/04/2024.

## Equality and Diversity

The University of Strathclyde is a socially progressive institution that strives to ensure equality of opportunity and celebrates the diversity of its student and staff community. Strathclyde is people-oriented and collaborative, offering a supportive and flexible working culture with a deep commitment to our equality, diversity and inclusion charters, initiatives, groups and networks.

We strongly encourage applications from Black, Asian and minority ethnicity, women, LGBT+, and disabled candidates and candidates from lower socio-economic groups and care-experienced backgrounds.

## University Values

The University's Values capture what we're all about: who we are, what we believe in and what we stand for. [Our Values](#) have been derived from how we act and how we expect to be treated as part of Strathclyde.

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# Conditions of Employment

## Administrative and Professional Services Staff Grades 6 and above

### 1. GENERAL CONDITIONS

Members of staff are subject to the Charter and Statutes and the Ordinances and Regulations of the University, published in the Calendar, and to any amendments or additions thereto approved by the University Court and, in the case of the Charter and Statutes, the Privy Council. Staff are also expected to familiarise themselves with, and adhere to, general University policies and procedures, as published on University web pages.

The University Court recognises Strathclyde University and College Union (SUCU) as the sole body with which it will negotiate and consult on all collective issues concerned with the terms and conditions of employment of Administrative and Professional Services staff in Grades 6 and above. Such terms and conditions may be varied by the University Court after negotiation and consultation with SUCU.

Each member of staff is responsible for the proper performance of allocated duties to the person or persons specified in the member of staff's letter of appointment and any accompanying papers.

The University is committed to ensuring that its business is conducted in an open and transparent manner and will take all appropriate steps to address risks of bribery or corruption. Members of staff are required at all times to act honestly and with integrity and to safeguard the resources for which they are responsible. The University has in place a robust Public Interest Disclosure (Whistleblowing) Policy to enable concerns to be brought to its attention. This is available at [www.strath.ac.uk/publicinterestdisclosure](http://www.strath.ac.uk/publicinterestdisclosure). Other relevant policies, e.g. Fraud Prevention and Conflicts of Interests, can also be found on the University's website.

Any member of staff may at any time be exposed to commercially sensitive information, information related to potentially valuable intellectual property or information which may otherwise be of a confidential nature. This information, which could be found anywhere in the University, may be written or disclosed orally, can include information of a commercial or technical nature, and may be owned by the University or by third parties. The University requires all employees to keep any such information confidential in the first instance and not disclose, publish or otherwise disseminate it without prior consent of the University. Such confidentiality obligations are commonplace and in the commercial interests of the University. When in doubt advice should always be sought from Research and Knowledge Exchange Services prior to disclosure.

The University operates probationary periods for new staff, the duration of which will be specified in individual letters of appointment. The normal probation period for posts in this staff category is 9 months for those at grades 6 and 7, and 12 months for grades 8 and above. Further guidance on probationary procedures is published at [www.strath.ac.uk/hr](http://www.strath.ac.uk/hr).

Further information on the terms and conditions specified in this document and other staffing policies and procedures can also be found at [www.strath.ac.uk/hr](http://www.strath.ac.uk/hr).

### 2. SALARY

Appointments are made at an appropriate salary point on the University's grading structure, with initial placing determined according to qualifications and experience. Increments are paid to staff on 1 April each year, when the employee has a minimum of 6 full months of service at the appointed grade, allowing progression to the next point on the salary scale until the top guaranteed point of the scale is reached.

Arrangements in relation to overtime, additional hours, non-standards and on-call working are published at [www.strath.ac.uk/staff/policies/hr](http://www.strath.ac.uk/staff/policies/hr)

Salaries are paid directly to staff members nominated bank account, normally on the second last working day of the month.

### 3. HOURS OF WORK

The normal working week is 35 hours. Unless otherwise indicated in an individual's letter of appointment, the normal hours are 9.00am to 5.00pm Monday to Friday with a one hour lunch break. Certain members of staff may be required to work some hours outwith this normal pattern and this should be agreed locally.

Overtime rates do not apply to staff grades 6 and above. Where a Head of Department/School/equivalent requests additional work, above the standard working week to meet the particular requirements of the Department, equivalent time off in lieu may be granted by prior agreement.

### 4. HOLIDAYS

Annual leave entitlement is 31 days per year to be taken by agreement with the line manager. For staff members working on a part-time basis, holidays will be calculated on a pro-rata basis.

In addition to annual leave there is an entitlement to eleven public holidays per year which should be taken on days that the University is closed for this purpose. The University presently closes for four additional days over the Christmas and New Year period. **These additional days count against the annual leave entitlement.**

For staff members working on a part-time basis, public holiday entitlement will be calculated on a pro-rata basis.

Annual leave and public holiday entitlements should be taken in the leave year to which they relate. Up to five days leave can be carried forward into the new leave year subject to line management agreement. In exceptional circumstances, Heads of Department/School/equivalent may approve carry forward of accrued annual leave in excess of five days.

The University's expectation is that staff take all accrued holidays prior to their termination date. If staff have exceeded their entitlement the University will deduct an equivalent number of days pay from final salary payments.

## 5. SICKNESS ABSENCE

During any period of absence through illness or injury provided the appropriate notification and certification procedures have been followed the University will pay a member of staff (having taken account of the aggregate of all periods of absence due to illness during the twelve months immediately preceding the first day of the current absence) as follows:

Period of Continuous Employment at start of absence from work	Full Pay	Half Pay
Less than 1 year	1 month	1 month
1 year but less than 2 years	2 months	2 months
2 years but less than 3 years	4 months	4 months
3 years but less than 5 years	5 months	5 months
5 years or more	6 months	6 months

In order to manage the University's sick pay scheme the University requires to maintain sickness absence records on individual members of staff. When making payments after the expiry of statutory sick pay the University will deduct an amount equivalent to any benefit normally payable by the Department of Work and Pensions. For full details on the general University policy in this area please refer to the Sickness Absence Management Policy at [www.strath.ac.uk/staff/policies/hr](http://www.strath.ac.uk/staff/policies/hr).

## 6. PENSIONS

If you are under age 75 at the date your appointment commences you will automatically become a member of the pension scheme operated by the University — the Universities Superannuation Scheme (USS). You will be admitted to the career revalued benefits scheme called the USS Retirement Income Builder; the contribution rate that currently applies is 6.1% of pensionable salary. A threshold applies to the maximum salary that counts towards the USS Retirement Income Builder. The current threshold from 1 April 2024 is £70,296 per year. Contributions based on salary above the monthly equivalent rate of the threshold are paid to the defined contribution section of the scheme called the USS Investment Builder. Please use the following link to access information, including the USS Member Guide: <https://www.uss.co.uk/for-members/youre-a-new-joiner>. The scheme booklet is called 'Your Guide to the Universities Superannuation Scheme'.

The University operates a salary exchange arrangement, Pensions Plus, for members of the USS. Pensions Plus enables pension contributions to be made in a manner so that both employees and the University can benefit from available National Insurance Contribution savings. You will be automatically included in Pensions Plus, provided it does not adversely affect your take-home pay or your ability to claim certain state benefits. If your earnings fall below the Pension Plus pay protection limit you will be opted out of Pension Plus. This will not affect your membership of the USS.

New members of staff may opt out of USS within three months of taking up appointment and will then be treated as if they had never been a member of the scheme. After three months members of staff who wish to withdraw from USS during their employment will be required to give a minimum of 28 days' notice in writing to the University. Any member of staff who wishes to opt out should contact the Pensions Section, Finance, in the first instance ([pensions@strath.ac.uk](mailto:pensions@strath.ac.uk)). Please note that if you are a member of Pensions Plus and withdraw from USS with less than two years of membership, or cease employment with the University and have less than two years of USS membership, the option of a refund of pension contributions will not be available to you. Instead, USS must provide you with a pension benefit that is payable from your Normal Pension Age. Regardless of whether you participate in Pensions Plus, if you are a member of the pension scheme for two years or more you are not entitled to a refund of pension contributions on leaving the scheme, you will be entitled to a pension benefit.

The University reserves the right to alter or withdraw Pensions Plus as it sees fit or as required to comply with legislative changes. Withdrawal or amendment of Pensions Plus will not affect your membership of USS. If you do not wish to participate in Pensions Plus but wish to remain in

the pension scheme please contact the Pensions Team who will provide you with a non-participation form.

Information regarding pension scheme membership can be found on the Pensions pages of the University's website. Full information regarding USS can be found on the USS website – [www.uss.co.uk](http://www.uss.co.uk)

## 7. PLACE OF WORK AND RESIDENCE

Members of staff will be based on the John Anderson Campus, unless otherwise stated in the letter of appointment. The Department/School in which the post is initially placed will be specified in the letter of appointment although there will be an expectation to work at such other places as required in the course of employment.

If the need arises for members of staff to work outside the UK for a period (or periods) of more than one month then such arrangements will be subject to mutual agreement. Members of staff would then be provided with a statement in advance setting out the terms covering such periods of employment.

The University does not normally place specific restrictions upon the place of residence of members of staff. All staff are, however, expected to reside in a location which is compatible with the satisfactory fulfilment of all the duties associated with their appointment.

## 8. CONSULTANCY/FURTHER ACTIVITIES

To support the strategic objectives of the University and to facilitate individual professional development, the University encourages staff to engage in professional activities with outside bodies related to their field of work. In many cases, such activity will be approved on the basis that it represents University knowledge exchange activity and should therefore be treated as part of the individual's overall workload and managed through the University's systems. It is also recognised that there will be some cases where an activity is entirely separate from the University and should thus be notified/approved as a personal business activity. For further information please refer to the "University Procedure in relation to Work for Outside Bodies including Consultancies", which forms part of the employment contract and can be accessed at [www.strath.ac.uk/hr](http://www.strath.ac.uk/hr).

## 9. DISCIPLINARY AND GRIEVANCE PROCEDURES

Further information on the University's disciplinary and grievance procedure can also be found at [www.strath.ac.uk/policies/hr](http://www.strath.ac.uk/policies/hr) or on request from Human Resources.

## 10. NOTICE AND TERMINATION

The employment of a member of staff is terminable by at least three months in writing, on either side; except during probationary period when the notice period is one month. If notice is being given by a member of staff earlier release may be granted if this can be arranged without detriment to the work of the department or area. If the appointment is for a fixed term it will expire at the end of the period without the necessity for notice. Fixed term contracts may be terminated by either party short of the expiry date by the serving of one months' notice in writing. The University is not obliged to continue a fixed term appointment beyond the employment period. For employees appointed above Grade 10, the notice period for both the employer and employee will be 6 months, except during the probationary period when a one month's notice period will apply. One month's notice will also apply for fixed term contracts terminated short of the expiry date.

Revised April 2024