

Digital Communication and Engagement Officer

Department	Centre for Excellence for Looked After Children (CELCIS) (http://www.celcis.org/)		
Directorate	Faculty of Humanities and Social Sciences (www.strath.ac.uk/humanities/)		
Staff Category	Administrative and Professional	Reference No	71639
Reports To	Liz Brabender	Grade:	7
Salary Range:	£31,076 - £38,183	Contract Type:	Fixed Term (12 months)
FTE:	1 (35 hours/week)	Closing Date	Thursday, 18 May 2017

Job Advert

As an exceptional communications professional, you will have a deep understanding that good communication can change lives. By joining this innovative, sector-leading organisation, you will support CELCIS to shout from the rooftops about the outstanding work we and our partners are doing to make significant improvement in the lives of vulnerable children and families.

As part of a multi-disciplinary team you will play a critical role in the positive communication of our key messages to our partner and the public. You will offer the know-how, creativity and skills to support full implementation of our ambitious and exciting modern multi-platform 5 year communications strategy.

You will demonstrate that you come with a superbly-stocked digital comms toolkit, and have a genuine ability to engage with and inspire everyone to play their part in making positive, lasting change. You will be a talented storyteller, with excellent writing and editing skills, plus a deep and practical understanding of how best to use digital media to engage people in our work.

Social media and digital tools are increasingly used for recreation, education and empowerment. As part of the National Care Review team, you will bring your expertise in developing and delivering a safe online space for care experienced people to be part of the Review, and advise on the risks presented by digital tools and promote the safe and responsible use of these digital tools.

The post is initially funded to March 2018, with indicative funding for a further year.

About CELCIS

At CELCIS our ultimate goal is simple. We want to make a big difference. All of our work is dedicated to making positive and lasting improvements in the lives of children and young people living in and on the edges of care.

We work in close partnership with carers, social workers, teachers, health professionals, charities, the police, local authorities, and the Scottish Government, sharing our collective skills, knowledge and expertise to develop the best possible systems and practice for children in and on the edges of care. We always work towards making positive and enduring improvements through our innovative evidence-based implementation approach.

Our real strength is in our people. Team CELCIS are a friendly and skilled group of people who offer a shared commitment to making a real and lasting difference in young lives.

<https://www.celcis.org>

Job Description

Brief Outline of Job:

This post will lead on the development and the delivery of all of the communications work on behalf of the Independent Care Review.

Main Activities/Responsibilities:

1.	Lead on the development and delivery of Independent Care Review website which must be an engaging and interactive experience for users (young people, families, care leavers),
2.	Responsible for the management, maintenance and improvement of CELCIS websites (with support from communication colleagues) in a design, editorial and advisory capacity to ensure consistency and quality across CELCIS sites.
3.	Drive forward safe and beneficial use of innovative digital technologies to engage and empower young people, families and adults with experience of care to share their experiences and to influence the work of the Independent Care Review.
4.	Lead on development and delivery of digital campaigns aimed at specific audiences from professionals in the sector to everyone with experience of care with a view to ensuring that the Independent Care Review hears as many care experienced voices as possible. It will be the care experienced voice which underpins the whole approach of the Review, including any recommendations for change from the Review.
5.	Lead on social media for the National Care Review – using Care Review social platforms and partners platforms that will help reach young people in care, their families, and care leavers – producing content (written, images, video) to create opportunities for care experienced people to engage in a social conversation about the National Care Review.
6.	Produce high-quality, effective and engaging written content and digital resources tailored to specific audiences that persuade and move people to action.
7.	Support the production of engaging and accessible communication materials, publications for a wide variety of stakeholders, including young people and families, aimed at specific audiences. This will include the design of flyers, posters, e-banners (using desktop publishing software) tailored for specific audiences.
8.	Produce communication planning and performance reports that monitor and evaluate campaign success and report on activity to stakeholders and the Review group
9.	Engage with and support staff and partners in the delivery of modern, effective and integrated communications campaigns and projects to ensure buy-in, consistent messaging and the widest possible engagement of care experienced people.
10.	Produce and prepare assets for digital use, e.g. photography, graphics and video, by ensuring the asset is appropriately tagged, current, captioned, compliant with copyright regulations, etc.
11.	Undertake other duties and responsibilities commensurate with the post and grade.

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 Qualified to degree level or equivalent or significant equivalent relevant work experience

Experience

E2 Extensive experience overseeing and delivering organisation's website and multiple social media tools

E3 Significant experience producing high quality, engaging content in various formats for the web, from a user's perspective.

E4 Experience developing and executing digital media campaigns

E5 Excellent knowledge and awareness of digital platforms and their application, and trends and innovations in digital media tools and technologies ☐

E6 Relevant experience communicating with and for young people and/or families

Job Related Skills and Achievements

E7 Excellent writing and copy-editing skills; writing creatively and appropriately for different audiences and channels (web, social media, design) □

E8 Proven ability to cultivate connections, relationships and networks to achieve communications objectives

E9 Experience of photo editing and/or video production and editing

E10 Experience of using web content management systems

E11 Knowledge and understanding of legal and ethical considerations when engaging children and young people

D1 Proven design skills in producing marketing materials

D2 Ability to analyse and evaluate the effectiveness of communication outputs to feed into communication strategies and content planning

Personal Attributes

E12 Ability to manage own work, work under pressure and complete work within tight deadlines

E13 Ability to think creatively and develop innovative solutions

E14 Ability to work as part of a team and independently

E15 Ability to give and receive constructive feedback

E16 Excellent communication and interpersonal skills both inside and outside organisations.

Other Relevant Factors

E17 Knowledge and use of MS Office; web and social media analytics; email marketing software.

E18 Understanding of children's sector

E19 Knowledge of Adobe Creative Suite

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted before interview 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/workforum>).

Informal enquiries about the post can be directed to Liz Brabender, Secretariat Lead (liz.brabender@strath.ac.uk / 0141 444 8531).

Conditions of Employment

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

PVG Check

This position involves regulated work, making it a legislative requirement that the successful candidate becomes a member of the Protection of Vulnerable Groups Scheme. If appointed, employment with the University will not be confirmed, until membership of the Scheme has been received. The successful applicant will be precluded from working with protected groups until that time.

Pre-employment health screening

An offer of appointment will be subject to a medical assessment by Occupational Health. An individual who accepts an offer of employment must complete a confidential medical questionnaire and forward it to the Occupational Health Nurse within 5 days of receipt. If further information is required the individual may be contacted by the OHN or a Medical Advisor and a personal appointment with the individual may be arranged. An unconditional contract of employment will not be issued until Human Resources receives confirmation that applicant is fit to undertake the duties of the post.

Probation

Where applicable, the successful applicant will be required to serve a 6 month probationary period.

Pension

The successful applicant will be eligible to join the Local Government Pension Scheme (LGPS) in Scotland. 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 Thursday, 8 June 2017.

Equality and Diversity

We value diversity and welcome applications from all sections of the community.

The University currently holds a Bronze Athena SWAN award, recognising our commitment to advancing women's careers in science, technology, engineering, maths and medicine (STEMM) employment in academia.

