

January 2010

For the attention of all applicants

**Re: NEW MEDIA ADVISER – FIXED TERM TO END MARCH 2011**

Thank you for your interest in this vacancy. The job pack consists of the following documents:

- Application Form\*
- Equal Opportunities Monitoring Form\*
- Guidance Notes\*
- Background Paper
- Job Description/Person Specification
- Job Benefit Details

Please note that the closing date for applications is **Monday 18 January 2010**. Interviews will be held at our City Road Office on Monday 25 January 2009.

If you do not hear from us by the interview date it does mean that we have not been able to include you on our shortlist.

Completed applications should be sent by post to:

HR Recruitment  
209-211 City Road  
London EC1V 1JN

Or sent by email to: [recruitment@cafamilly.org.uk](mailto:recruitment@cafamilly.org.uk)

Patricia Johnson  
HR Assistant

\* Can be downloaded from our website.

**Contact a Family provides support, advice and information for families with disabled children, no matter what their condition or disability.**

### **New Media Adviser**

Fixed term contract.

This role is based at our head office on City Road, London EC1V 1JN (near Old Street underground), but is likely to involve some travel around the country.

Social media presents many opportunities for charities looking to reach people in new and innovative ways. In this role you will take the lead in ensuring Contact a Family is taking full advantage of new media to reach families with disabled children and facilitate opportunities for them to network online and access information about support available to them.

You will expand and monitor Contact a Family's presence on social networking websites, and contribute to the development and monitoring of digital media on our own sites such as message boards and hosted chat room events. You will support and inspire our team of staff, parent volunteers and members of parent support groups on the use, benefits and opportunities of digital media. Also, you will help to produce content for print and web, for example edit and produce podcasts, and write articles/parent guides around new media.

You must be passionate about new media and have extensive experience of using social networking sites, ideally on a professional basis, with current knowledge of trends in digital media and an eye for future developments and opportunities. As you are working directly with parents of disabled children you must be friendly and approachable, and able to explain technology in non-technical language. The post also requires excellent writing skills for both print and web.

This role is a fixed term contract until 31 March 2011.

Salary: per annum for 35 hours a week c £27,000

**Closes 9 am Monday 18 January**  
**Interviews: Monday 25 January**

Further information and application packs are available from [www.cafamily.org.uk/jobs.html](http://www.cafamily.org.uk/jobs.html) or write to: Contact a Family, 209-211 City Road, London EC1V 1JN e-mail: [recruitment@cafamily.org.uk](mailto:recruitment@cafamily.org.uk) or telephone 020 7608 8777, stating reference number and job title.

## Guidance Notes for Applicants

### Filling in the application form

- Please complete all parts of the application form. **(CV's may be attached but will not be accepted in place of an application form).**
- Show clearly how your experience, knowledge, skills and abilities are relevant to the requirements of the person specification.
- Give full details of your duties in your present or most recent job. This may be a voluntary role. Do not miss out experience gained in previous jobs, but select the most relevant points. Also include details of any skills or experience gained from voluntary, committee or community work, etc.
- Use extra sheets if necessary, noting your name and the post you have applied for at the top of each sheet.
- Check the closing date to allow time for your application to reach us.
- We suggest you keep a copy of your completed application.
- Contact a Family does not usually acknowledge receipt of application forms unless specifically requested and a stamped, self-addressed envelope is enclosed. **Please note that if you have not been contacted by the advertised interview date then unfortunately you have not been successful in your application.**

### Short-listing

When short-listing we will be looking for evidence that you have the knowledge, experience, skills and abilities to do the job as detailed in the job description and person specification. These provide the essential criteria against which your application will be assessed. The short-listing panel will not have access to the monitoring details you provide.

### Disabled candidates

Contact a Family welcomes applications from disabled candidates. Please make us aware of any reasonable adjustments we may need to make for you as a disabled person and particularly address any special requirements you may have if you are invited for interview.

### Equal Opportunities Monitoring

For statistical purposes please complete and return the monitoring form. As stated above the form will be detached from your application form before the short-listing exercise.

### Criminal Record Declaration and the Criminal Records Bureau & Central Registered Body in Scotland Disclosure Service

The declaration must be completed. Contact a Family is an organisation that provides services for families of children with disability. You will appreciate therefore, that Contact a Family must be particularly careful to enquire into the character and background of applicants for appointments to posts that (a) involve contact with children or supervise those who have contact with children, (b) who are in positions of trust and influence and (c) who, by virtue of the authority and responsibility inherent in the post they hold, might be expected to be positively suitable to work with children. Seeking this information is not, in anyway, to reflect upon applicants integrity but is necessary to protect the vulnerable and to assist us in making safe recruitment decisions.

If you wish to check any aspect of this, further details are available on the CRB website [www.crb.gov.uk](http://www.crb.gov.uk) or their

CRB information line 0870 909 0811. The declaration form is not part of the short-listing process

**We aim to make the application process as straightforward as possible. If you have any further questions regarding your application, the Disclosure or monitoring processes, or require any further general guidance or information about Contact a Family please contact a member of our Human Resources Department 020 7608 8766 or email [recruitment@cafamily.org.uk](mailto:recruitment@cafamily.org.uk)**

Thank you for applying to Contact a Family.

## **Staff Benefits**

### **NEW MEDIA ADVISER - FIXED TERM TO MARCH 2011**

#### **Salary**

- £27,007 (inclusive of London Weighting if applicable) The pay range is drawn from the NJC scales appropriate to the not-for-profit sector. Incremental progress where appropriate occurs on the yearly anniversary of the start date.

#### **Annual Leave**

- 25 days a year (pro rata) plus one extra day for each completed year of service up to a maximum of 30 days after five year service. Holiday year runs January – December.

#### **Concession Leave**

- 3 days a year for the period of office closure between Christmas and New Year. Pro rata for part time employees.

#### **Probationary Period**

- 6 months

#### **Hours of Work**

- 35 hours (full time = 35 hours a week). Normal office hours are observed but flexibility can be arranged in most areas of work. Family Friendly and Work Life Balance policies are observed.

#### **Pension Scheme**

- Private pension scheme available through Friends Provident. 5% contribution rate for employee and employer.

#### **Employee Assistance Programme**

- Covering employees and their families, a full EAP free counselling service is provided through PPC (Positive People Company).

#### **Season Ticket Loan**

- Yearly season ticket purchase available after six months satisfactory service, repayable over a ten month period.

#### **Home Working**

- Home workers are provided with all relevant IT equipment with support from the central IT Department.

#### **Lone Working**

- For employees required to travel and work across the UK, safety systems are provided through the Guardian 24 Security system.

## Contact a Family

### Equal Opportunity Monitoring Form

The completion of this form is voluntary, but the information it contains helps us to monitor and improve our equal opportunities policies and procedures. **This sheet is removed from the application form before the short-listing process, thus ensuring that all short-listing is based on merit.**

<b>1. Full Name:</b>	
<b>2. Job Applied For:</b>	
<b>3. Date of Birth</b>	<b>4. Marital Status</b>
<b>5. Gender: Male / Female (delete as appropriate)</b>	<b>6. Nationality:</b>

**7. I belong to the following ethnic grouping: (tick as appropriate)**

<b>A: White</b> A1: British A2: Irish A3: Any other white background (please specify)	<b>D: Black or Black British:</b> D1: Caribbean D2: African D3: Any other black background (please specify)
<b>B Of mixed race:</b> B1: White & Black Caribbean B2: White & Black African B3 : White & Asian B4: Any other mixed background (please specify)	<b>E: Asian or Asian British:</b> E1: Indian E2: Pakistani E3: Bangladeshi E4: Any other Asian background (please specify)
<b>C: Chinese:</b>	<b>F: Any other ethnic group</b> (please specify)

**8.** Do you consider yourself to have a disability? Yes / No

**9.** Do you have any disability for which special arrangements should be made, either in an interview or employment situation? If so, please specify the nature of the disability and your requirements:

**10.** Are you a carer of a disabled child under the age of 18: Yes / No

I understand that this information may be stored and processed as part of the Contact a Family Monitoring of equal opportunities and I give my consent to my details to be used for this purpose.

**Signed:** ..... **Date:** .....

## Contact a Family

### Job Description

<b>Job Title:</b>	<b>New Media Adviser</b>
<b>Disclosure Level:</b>	Enhanced
<b>Responsible For:</b>	Promoting and supporting families to use new media, in particular social networking sites, to make contact with other parents and share information. The role also involves monitoring sites, assisting with creating pod and video casts, and producing articles and guides for print and web around use of new media.
<b>Responsible To:</b>	Head of Publications and New Media
<b>Team Membership:</b>	Policy and Communications
<b>Location:</b>	City Road EC1V 1JN – with travel around the UK likely.
<b>Salary:</b>	Point 28
<b>Hours of work:</b>	35 per week, between 9am-5pm (or 9.30am – 5.30pm) Monday to Friday
<b>Annual leave entitlement:</b>	5 weeks per year plus one day for each additional year served up to a maximum of 6 weeks (pro rata for part-time employees). See the Staff Handbook for details.
<b>Job Purpose:</b>	To ensure families with disabled children have access to support and information, with a particular focus on opportunities presented by new media. Encourage parent-to-parent support, stimulate debate on disability issues, increase awareness and engagement with disability related consultations. To empower families with disabled children through the provision of quality support and information via web platforms.
<b>Main Duties:</b>	<ul style="list-style-type: none"> <li>a) Take the lead in promoting use of external social networking sites and Contact a Family's own websites to families with disabled children.</li> <li>b) Expand Contact a Family's presence on external sites such as those mentioned above and ensure we are taking advantage of new developments as they arise.</li> <li>c) To liaise with national and local support groups for families with disabled children around the country, supporting them to access new media - maximising the potential for reaching parents that new media might offer groups.</li> <li>d) Dealing with email and telephone enquiries from parents, support groups and organisations accessing our own sites and external sites such as Facebook, Twitter and Youtube.</li> <li>e) With colleagues, develop a range of pod and video casts and other web content. This will include interviewing (parents, staff and guests), recording, editing content and all other aspects of production.</li> <li>f) Write practical guides and articles around the use and opportunities new media offers families with disabled children.</li> <li>g) With a colleague, monitor content and use of our sites and external sites to ensure parents are directed to appropriate and accurate</li> </ul>

	<p>sources of advice, information and services.</p> <p>h) Moderate monthly online chat-room sessions with expert guests on issues facing families with disabled children</p> <p>i) Monitor trends and developments in the use of new media, assistive technology, digital fundraising tools, mobile technology, micropayments and digital publishing, and advise colleagues on how this might impact or support Contact a Family in its aims.</p> <p>j) Produce monthly reports outlining the progress of work in this area using Google Analytics.</p> <p>k) Attend quarterly contract management meetings and roundtable sessions organised by DCSF.</p> <p>l) Take part in regular contact meetings with the Director of Policy and Communications and the Head of Publications and New Media to identify opportunities for development.</p> <p>m) Liaise with our national and regional offices across the UK to feed into social networks.</p>
<b>Cross functional duties:</b>	<ol style="list-style-type: none"> <li>1. To work closely with the Contact a Family helpline team in ensuring parents are directed to accurate and appropriate sources of support and information.</li> <li>2. To work closely with the fundraising team to support events and campaigns using social media tools.</li> <li>3. To work with the policy and communications team to co-ordinate content development and act on opportunities for publicity and promotion.</li> </ol>
<b>General:</b>	<ol style="list-style-type: none"> <li>a) Contact a Family's aims and objectives are set out in our current Strategic Plan. Operating policies such as Equal Opportunities, Health &amp; Safety and other professional matters are laid out in the Staff Handbook. The post holder will be expected to work within these aims, policies and procedures and to ensure that they are followed by all staff for whom line management responsibility is held.</li> <li>b) The post-holder will be expected to assist with any reasonable administrative duty at the request of the line manager for the post.</li> <li>c) All members of staff are expected to participate in appropriate team meetings held to discuss particular topics. Staff are also expected to attend training events relevant to their specific responsibilities.</li> <li>d) All staff are offered supervision, support and annual appraisal incorporating their training and personal development needs.</li> </ol>

This is a description of the job as it currently stands. It is the practice of the organisation to periodically examine job descriptions (especially during the appraisal process) and to update them to ensure that they relate to the role as it is being performed, or to incorporate whatever changes are being proposed. This process is generally carried out at supervision or appraisal meetings. You will therefore be expected to participate fully in such discussions with your line manager and to help rewrite your job description to bring it up to date if this is considered necessary or desirable. It is the organisation's aim to reach agreement on reasonable changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description after full consultation with you.

## Contact a Family Person Specification

The person appointed will be expected to have the key essential skills, knowledge and experience listed below. The items under the heading 'desirable attributes' will also be useful for Contact a Family and the post holder. However, candidates who do not have these desirable attributes should not be deterred from submitting an application.

<b>Job Title:</b>	<b>New Media Adviser</b>
<b>Essential skills, knowledge and experience</b>	<ul style="list-style-type: none"> <li>a. A passion for social media and experience of developing a presence and using social networking sites either on a personal or professional basis, with up-to-date knowledge of trends and the advantages of new media/digital communications.</li> <li>b. Able to input new and creative ideas on future development of our own social networking sites and use of new media/digital communications.</li> <li>c. Able to forecast future developments on the wider web and make judgment calls on where to focus our activity and services.</li> <li>d. Excellent writing skills for both print and web.</li> <li>e. Able to enthuse others on the benefits and opportunities social media offers families with disabled children.</li> <li>f. Ability to explain technology in non-technical language to non-experts and assist adults with limited technical skills to use the internet.</li> <li>g. Experience of using content management systems.</li> <li>h. Experience of using film and video to produce videocasts.</li> <li>i. Experience of interviewing, recording and editing for podcasts or willingness to learn.</li> <li>j. Excellent interpersonal skills to maintain good working relationships internally and externally.</li> <li>k. Awareness of disability issues and ability to communicate with parents of disabled children with sensitivity and empathy.</li> <li>l. Awareness of online safety issues.</li> <li>m. Willingness to give presentations to other third sector organisations looking to share experiences and receive advice in using new media as part of a communications strategy.</li> <li>n. Ability to manage own workload efficiently, schedule work effectively and meet deadlines.</li> <li>o. Experience of project management.</li> <li>p. Excellent IT skills.</li> <li>q. Willingness to travel in the UK with occasional overnight stays as required.</li> <li>r. Commitment to equal opportunities.</li> </ul>
<b>Desirable skills, knowledge and experience</b>	<ul style="list-style-type: none"> <li>1. Experience in self-op DV camera filming using a Sony Z1 or similar.</li> <li>2. Familiar with HTML, ideally also familiar with FBML and FBJS coding.</li> <li>3. Blogging experience - familiarity with Typepad, WordPress and Blogger.</li> <li>4. Use of image editing software such as Adobe Photoshop.</li> <li>5. Awareness of non-profit initiatives run by new media companies.</li> </ul>