



Candidate Information Pack

For the Position of

Digital/Social Media Assistant



This post is funded by:



Foreword from our Fundraising & Engagement Executive



October 2024

Dear Applicant,

Thank you for expressing your interest in the post of **Digital/Social Media Assistant**.

This is a fantastic opportunity for a dynamic individual to join a highly respected organisation, recognised as a leader in best practice. Engaging with the Rank Foundation offers unparalleled prospects for growth and development. We prioritise a positive attitude over formal qualifications so if you believe you are the right person for this role, we want to hear from you! Please find enclosed relevant information relating to CAN and the role.

If you would like any further information, please do not hesitate to contact me on 028 275 23053 or email tom@compasspeople.org.

Applications must be sent to me (as above) by **Monday 4th November 2024** at 4pm.

Thank you for your interest in CAN

Yours sincerely,

Tom Mallon
Fundraising & Engagement Executive

Charity No. **NIC100988** Registered Company No. NI32676

Head Office Address: 32 Lislagan Road, Ballymoney, BT53 7DD. Tel 028 275 23053. www.compasspeople.org

Digital / Social Media Assistant

Job Application Pack

Job Type: One-year fixed, full-time.

Salary: £21,840 per annum

Location: Hybrid - Office based at Lislagan Farm, Ballymoney two days a week, with opportunities for flexible working - 15% engaged in funder (The Rank Foundation) activities across the U.K.

Benefits: 25 days annual leave (+ bank holidays)

NEST Pension Scheme

Flexible working potential

Application deadline: Monday 4th November at 4pm.

This post may suit a recent graduate or school leaver someone with experience in managing social media platforms and creating engaging digital content or someone seeking a return to work.

ABOUT CAN (Compass Advocacy Network)

CAN is a bold and creative organisation supporting children, young people and adults with learning disabilities, autism and mental health issues on the North Coast of Northern Ireland. We've been around for over 25 years, so we like to think we are still young and agile but with a proven track record.

CAN is ALL about people. We support our people to "Be the BEST they can Be" and we do this through holistic services, support and advocacy. In addition to our core delivery (meaningful day opportunities as an alternative to statutory day care), we deliver respite breaks, holidays, fun and friendship programmes, health and well-being projects for adults and children including those incorporating play and nature therapy.

As our population changes and new needs emerge, our services and projects flex and adapt and we continue to grow the organisation to meet these challenges.

Through our activities, we are challenging stereotypes relating to our members capabilities, whilst providing a valued service in the community. In addition, we have positioned ourselves as a critical voice at the heart of policy development, ensuring that politicians and civil servants alike are aware of the impact of their decisions on the ground and holding them to account through membership of key strategic bodies.

Find out more about CAN by viewing our video <https://www.youtube.com/watch?v=tzjuuDWoo1g>

or visit our website <https://compasspeople.org/>

In October 2021, following significant research and responding to emergence from a pandemic, CAN purchased an 11-acre historic farm. Lislagan Farm enables children and adults with learning disabilities, autism and mental health issues to avail of social, leisure, fun and friendship opportunities, health and well-being initiatives and therapeutic interventions. We want Lislagan to be used by the wider community, we currently welcome a diverse range of community groups and businesses providing immersive experiences, team building events, conferences and meetings.

ABOUT THE ROLE: CAN is delighted to have secured funding for this post from The Rank Foundation as part of its Time 2 Shine leadership program for 2025.

We're excited about the role and are now looking to recruit a creative, confident, and versatile Digital / Social Media & Marketing Assistant to join our team. The Digital / Social Media & Marketing Assistant will focus on our digital communications and marketing to increase our reach and engagement. In collaboration with the Fundraising and Engagement Executive and wider senior management team, this post holder will create a comprehensive marketing and engagement strategy to enhance our organisation's visibility, to attract new supporters and increase awareness.

OBJECTIVES OF THE ROLE:

The Digital Media Assistant will be instrumental in enhancing CAN's online presence through strategic social media management, content creation, and digital promotion.

The post holder will:

- Assist in the development and implementation of a communications and marketing strategy for CAN, ensuring all stakeholders, internal and external, are continually informed, using tools such as: Social media channels; Website; newsletters.
- Work with the Fundraising & Engagement Executive, with input from the SMT at CAN, to develop and manage engaging content for CAN's social media platforms, including Twitter, Facebook, Instagram, and LinkedIn.
- Assist in managing the social media calendar, planning, and scheduling content on a weekly and monthly basis and report performance against key performance indicators and outcomes.
- Engage with our online community, cultivating relationships with key influencers and stakeholders.
- Promote effective teamwork and communication within the CAN team.
- Represent CAN professionally, both internally and externally, as required.
- Carry out engagement activities to enhance existing collaborative relationships and help to build new ones.
- Be flexible in the above duties and any other additional tasks as may be reasonably assigned according to the changing priorities of the organisation.
- Partake in all T2S events including the Annual Conference and Action Learning Sets (travel within UK).

COMMITMENT TO THE RANK FOUNDATION TIME 2 SHINE PROGRAM:

- This role is generously funded by Rank Foundation under the Time 2 Shine programme and requires a commitment to the programme and its focus on individual and organisational development. Roughly 15% of time will be spent engaging with the Time 2 Shine programme, with the opportunity to:
- Travel within the UK to attend leadership activities, meeting and learning from peer Time 2 Shine leaders and their managers (approximately six times within the 12-month placement). During these activities leaders and managers will be trained in Action Learning, a powerful tool for developing critical-thinking, problem-solving, creative solutions and innovative practice.
- Access to The RankNet Platform, to connect, support and collaborate with other leaders within the sector; gain or develop skills and experience in the context of an encouraging, driven and passionate third sector organisation and, more widely, access to a broad spectrum of third sectors working in the UK
- Apply for a personal bursary (up to £1,000) to be used for training to allow continued development and progress beyond the T2S programme

PERSON SPECIFICATION

- Demonstrable knowledge/interest in digital marketing and communications, including social media channels and websites.
- Excellent written/oral communication skills
- Good planning and organisation skills, including attention to detail, multi-tasking and time management; ability to work under pressure and balance priorities.
- Excellent IT skills, including use of electronic communications and proficient in Microsoft programmes.
- Willingness to learn and develop professionally.
- Ability to demonstrate creativity and flair and to and to develop effective relationships and work collaboratively both within a team and with external stakeholders.
- A clear understanding and support for the mission, vision and ethos of CAN

OTHER REQUIREMENTS:

- You are able to obtain a clear Access NI check.
- You have the right to work in the UK.
- You can provide two satisfactory references.

HOW TO APPLY

In order to make our recruitment processes equitable, we use a task-based application process. Therefore, we are not accepting CVs for this job vacancy. To apply for this role, please read the job application pack and the task descriptions below carefully. You should then send your three completed tasks via email to tom@compasspeople.org by 4pm on Monday 4th November 2024. Shortlisted applicants will be invited to attend an interview week beginning Monday 11th November.

APPLICATION TASKS Please note that the interview panel are the only members of staff who will see your task work. We value intellectual property and will not use any of your ideas or suggestions without your consent.

TASK ONE: Introduce yourself.

Please send us an audio recording of you introducing yourself and why you are interested in this role

Why we are asking for this: In this role, you will be introducing yourself to lots of members, parents, volunteers, and community partners. This task helps us to learn a little more about you and how you introduce yourself without the pressure of an interview setting. It also helps us to make sure we pronounce your name correctly and use the right pronouns, so please include those if you wish.

Tip: Try to relax, and imagine you are having a conversation on the phone. We are not looking for a perfect recording, but we are hoping to get a sense of who you are and why you'd like to work at CAN.

Requirements: Audio file, no longer than three minutes. Please save your file: [YOURNAME] Task 1

TASK TWO: Your skills, experience, and personal qualities

Please tell us how you meet the PERSON SPECIFICATION based on your skills, experience, and personal qualities listed above in this job application pack. List each bullet point and give an example of how you meet these criteria. This could be through paid, unpaid, or volunteer work, or training.

Why we are asking for this: As we're not asking for cover letters and CVs, we'd like to offer you the chance to tell us about knowledge, skills, or experience you have (whether paid or voluntary) that would make this the right job for you.

Tip: We look for transferable skills as well as experience. You may not have had a similar role in the past, but you may have performed similar tasks or have been able to demonstrate the criteria in a different way.

Requirements: Word document, Google doc, or PDF. Maximum of two pages. Please name your file [YOURNAME] Task 2

And finally...

TASK THREE: Your plans for us

Look at the OBJECTIVES OF THE ROLE and create a plan for how you would approach the tasks described across the year.

Why we are asking for this: This gives you the opportunity to demonstrate how you would work within the organisation and the sorts of ideas and energy you would bring to the role.

Requirements: Word document, Google doc, or PDF. Maximum of one page. Please name your file [YOURNAME] Task 3

Please send your prepared files via email to tom@compasspeople.org by 4pm on Monday 4th November 2024.

If you have any problems sending your application, have any accessibility needs, or would like to have an informal chat about this role, please contact Tom Mallon at tom@compasspeople.org or call 02827 523053.

We are looking forward to receiving your application, good luck!

This post is funded by:



For more information on Time to Shine, see attached pack and visit <https://rankfoundation.com/our-approach/leadership/time-to-shine/>