

SIA – For life after spinal injury

Dear Applicant

The Spinal Injuries Association is the leading national charity supporting individuals who sustain damage to the spinal cord, often resulting in paralysis. We are a passionate organisation providing high impact, quality services for spinal cord injured people and their families and have an exciting opportunity for a Copywriter to join our team.

SIA is the expert voice and leading source of support and information for people with spinal cord injury and their families. From injury, through rehabilitation and beyond, we support people to lead fulfilled lives. Being a user-led organisation is important to us and we now have over 11,000 members.

Our Vision – a fulfilled life for everyone affected by spinal cord injury.

Our Purpose - is to support all those affected by spinal cord injury by advising, educating and campaigning on their behalf.

Data estimates that 2,500 people are injured or diagnosed with a spinal cord injury every year, with the total size of the UK spinal cord injured population now believed to be 50,000. This means that approximately every four hours someone sustains a life changing injury. These estimates form a key part of our communications and marketing and add even greater urgency to our campaigning work and service provision; as more people are now identified as spinal cord injured, the need for specialist care and support is even greater.

You will be joining the charity at a pivotal time in its development. SIA has been successful in securing a major funding partnership that offers exciting opportunities for the future. Our passionate staff team are driving forward ambitious plans that will build on our success and achieve greater impact. We've created the new role of Copywriter to help us maximise these opportunities.

If you would like to find out more about the charity and the role, our Publications Manager Breda Duggan would be happy to have an informal chat with you before you make your application. Please email Jen Sims HR and Volunteer Coordinator for this to be arranged j.sims@spinal.co.uk

We look forward to receiving your application.

APPLICATION PROCESS

Applications must be made using the SIA Application Form supplied. Please send the completed form to:

j.sims@spinal.co.uk or by post to

Jen Sims HR and Volunteer Coordinator
Spinal Injuries Association
2 Truman Place
Oldbrook
Milton Keynes
MK6 2HH

Closing date for completed applications: 5pm Friday 18th October 2019

Interviews will be held at SIA House on Friday 25th October

No CVs and no agencies please.

JOB DESCRIPTION & PERSON SPECIFICATION

Job Element	Detail
Job Title	Copywriter
Reporting to	Communications Manager
Department/Location	Public Engagement Team, SIA House, 2 Trueman Place, Oldbrook, Milton Keynes MK6 2HH
<p>Main Purpose</p> <p>SIA is seeking to hire a confident and experienced copywriter, responsible for producing the charity’s external written communications. This is an exciting time in the charity’s 40-year history, and we need someone to write for a variety of audiences in an engaging and captivating style. The role will take ownership of SIA’s tone of voice, adapting it across different mediums. The content will promote our charity-wide functions and support our three areas of focus: campaigning, fundraising and membership. The role will sit within the Public Engagement Team, but the ability to build relationships with the wider staff and external contacts will be key. Previous press office experience and the ability to pitch stories to media is desirable.</p>	
<p>Duties & Responsibilities</p> <ul style="list-style-type: none"> • As part of the Public Engagement Team, contribute to the planning of all charity-wide communications activities. • Build relationships with colleagues, supporting their communications needs and contributing creative ideas for execution. • Write strong content from scratch for a variety of purposes including annual reports, press releases, marketing materials, news articles, fundraising appeals, etc. • Source contributors and carry out/transcribe interviews. • Edit Forward magazine articles contributed by SIA members. • Be responsible for the ‘voice’ of SIA and ensure consistency in terms of language and tone across all communications. • Participate in development of written brand guidelines. • Participate in bi-monthly, charity-wide communications planning meetings and weekly Public Engagement Team meetings. • Pitch press releases to regional and national media to generate coverage. 	

Reporting & Line Management

- To report to the Communications Manager on all aspects of the post, engaging in an annual performance appraisal when required.
- To undertake relevant statutory and personal development training as necessary.
- To carry out all such other duties appropriate to the post as required by the Public Engagement Team.

Salary, Hours & Benefits

- Salary: £21,000-23,000 per annum (pro rata) depending on experience
- Hours 22.5 per week
- 25 days leave per annum plus usual Bank Holidays, increasing to 28 days after 3 years and 30 days after 5 years.
- Access to Group Pension scheme (6% employer contribution)
- Access to Group Life Assurance scheme
- Free Car Parking

Person Specification	Details	
Job Title:	Copywriter	
Knowledge & Experience	Essential	Desirable
A solid background in writing content for a wide range of audiences.	X	
Strong editing and proofreading experience.	X	
Interviewing a range of people, finding an angle and telling a compelling story.	X	
Experience of working within the charity sector.		X
Experience within a press office function, generating media coverage.		X
Skills		
Exceptional copywriting, editing and proofreading skills.	X	
Demonstrate meticulous attention to detail.	X	
The ability to build relationships with a range of charity stakeholders.	X	
Strong team worker with interpersonal skills.	X	
Excellent planning and time management skills with the ability to multi-task between projects.	X	
Ability to work on own initiative and prioritise a busy workload.	X	

General		
Evidence of good educational background.	X	
Ambitious, innovative, self-motivated and driven.	X	
Knowledge of the UK voluntary sector, preferably disability charities.		X

APPLICATION FOR EMPLOYMENT

For which post are you applying?

How did you learn of this vacancy?

Forename(s):	Last Name:
Address:	
Home No:	Work No:
Mobile No:	Email:
Name and address of present or most recent employer:	
Telephone no:	
Current post title:	
Brief description of duties:	
Current pay:	
Period of notice required by employer:	

REFERENCES

Please give names and address of two referees, one of whom should be your current or most recent employer.

Employer	Employer/personal
Name:	Name:
Job Title:	Job Title:
Company:	Company:
Address:	Address:
Telephone No.	Telephone No.
Email:	Email:

Should referees be approached prior to interview?	Yes		No	
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EDUCATION

General Education Qualification	Level	Grade

Further Education/Professional Qualification	Level	Grade

EMPLOYMENT HISTORY

Name and address of employer (most recent first)	From	To	Position and Key Achievements	Reason for Leaving

PERSONAL DEVELOPMENT

Please state any courses, membership, voluntary work or public service/duties you consider relevant, with outcomes where applicable.

Are you to your knowledge, related to any executive member or employee of the Spinal Injuries Association? If so, please give details.

SUPPORTING STATEMENT

This is an opportunity to draw attention to aspects of your career, training courses attended, interests, ambitions, etc., which make you suitable for the post. Please also state why you are interested in applying for this post and make particular reference to the Job Description and Person Specification. Use additional sheets if necessary.

SIGNATURE

The information given in this application is, to the best of my knowledge, true and accurate. I understand that any false declarations may lead to the withdrawal of a job offer or termination of employment.

Signature of applicant

Date

ELIGIBILITY TO WORK IN THE UK

The law on preventing illegal working is set out in sections 15 to 25 of the Immigration, Asylum and Nationality Act 2006 (the 2006 Act), section 24B of the Immigration Act 1971, and Schedule 6 of the Immigration Act 2016. The legislation requires employers to verify that any person selected for employment is eligible to work in the United Kingdom.

The Spinal Injuries Association is required to see and take a copy of appropriate documents **before** employment commences. To enable us to comply with this legislation, please complete this form and return with your application. You will be asked to provide evidence of your eligibility to work in the UK (as per the attached lists) should you be made an offer of employment.

This document will form part of your Application for Employment and will be held and processed in accordance with the Data Protection Act 2018.

Name:	Position applied for:
<p>Nationals from European Economic Area (EEA) countries, and Switzerland, can enter and work in the UK without any restrictions. The following countries are part of the EEA:</p> <p>Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom</p>	
Are you a national of one of the above countries?	Yes/No
If YES, which country?	
If NO, which country are you a national of?	
Do you require a work permit in order to work in the UK?	Yes/No
If NO, state why not	
Do you currently have a work permit to work in the UK?	Yes/No
If YES, please provide work permit reference number (if known) and expiry date	
Do you have a National Insurance Number? If YES, please provide it	
Signature:	Date:

Documents which are acceptable as evidence of eligibility to work in the UK

You will be asked to produce one or more of the following documents if offered employment.

LIST A - acceptable documents to establish a continuous statutory excuse. If a prospective or existing employee produces a List A document (or one of the combinations of documents specified), they are eligible to work in the UK for an indefinite period.

<p>1. A passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK.</p>
<p>2. A passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland</p>
<p>3. A Registration Certificate or Document Certifying Permanent Residence issued by the Home Office to a national of a European Economic Area country or Switzerland.</p>
<p>4. A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.</p>
<p>5. A current Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.</p>
<p>6. A current passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.</p>
<p>7. A current Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, together with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer*.</p>
<p>8. A birth or adoption certificate issued in the UK, together with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer**.</p>
<p>9. A birth (short or long) or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland, together with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer*</p>
<p>10. A certificate of registration or naturalisation as a British citizen, together with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer*.</p>

*An official document can include for example a HM Revenue and Customs letter, Jobcentre Plus letter, P45, P60 or National Insurance number card but not a payslip

List B documents demonstrate that the person has been granted leave to enter or remain in the UK for a limited period of time. If an individual provides documents from List B, the Spinal Injuries Association is required to carry out specified document checks before the employment of the individual begins and then carry out follow up checks of the same kind at relevant future points.

Group 1 – Documents where a time-limited statutory excuse lasts until the expiry date of leave

1. A current passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to do the type of work in question.
2. A current Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to do the work in question.
3. A current Residence Card (including an Accession Residence Card or a Derivative Residence Card) issued by the Home Office to a non-European Economic Area national who is a family member of a national of a European Economic Area country or Switzerland or who has a derivative right of residence.
4. A current Immigration Status Document containing a photograph issued by the Home Office to the holder with a valid endorsement indicating that the named person may stay in the UK, and is allowed to do the type of work in question, together with an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer*.

* An official document can include for example a HM Revenue and Customs letter, Jobcentre Plus letter, P45, P60 or National Insurance number card but not a payslip

Group 2 – Documents where a time-limited statutory excuse lasts for 6 months

1. A Certificate of Application issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2006, to a family member of a national of a European Economic Area country or Switzerland stating that the holder is permitted to take employment which is less than 6 months old together with a Positive Verification Notice** from the Home Office Employer Checking Service.
2. An Application Registration Card issued by the Home Office stating that the holder is permitted to take the employment in question, together with a Positive Verification Notice from the Home Office Employer Checking Service.
3. A Positive Verification Notice issued by the Home Office Employer Checking Service to the employer or prospective employer, which indicates that the named person may stay in the UK and is permitted to do the work in question.

**A positive verification notice is official correspondence from the Home Office employer checking service which confirms that a named person has permission to undertake the work in question

EQUALITY & DIVERSITY MONITORING

This section of the application form will be detached from your application form and used for monitoring purposes only. The Spinal Injuries Association is fully committed to the promotion of equality and diversity within our organisation. We would be grateful if you would help us to review our process of staff recruitment by completing this questionnaire. Completion is entirely voluntary and the information provided in this section will not be used as part of the recruitment process.

Age			
16-24		45-54	
25-34		55-64	
35-44		Over 65	
Prefer not to say			

Gender Identity (if appropriate)			
If you identify as transsexual, transgender (in that you have effected a permanent change of gender identity) or as intersex which group do you identify with?			
Transsexual		Transgender	
		Intersex	

Gender			
Female		Male	
		Prefer not to say	

I would describe my ethnic origin as:					
Asian or Asian British		Black or Black British		Mixed	
Bangladeshi		African		White & Asian	
Indian		Caribbean		White & Black African	
Pakistani		Other Black background		White & Black Caribbean	
Other Asian background				Other mixed background	
White			Other Ethnic Group		
British		Scottish		Chinese	
English		Welsh		Any other ethnic group	
Irish		Other White background			
Prefer not to say					

Please choose the option that best describes your sexuality			
Gay Woman/Lesbian		Gay Man/Homosexual	
		Bisexual	
Straight/Heterosexual		Prefer not to say	

Please indicate your religion or belief			
Baha'i		Hindu	
		Muslim	
Buddhist		Jain	
		Sikh	
Christian		Jewish	
		Other	
Prefer not to say			

Do you consider yourself to have a disability under the Equality Act 2010? In the Act, a person has a disability if they have a physical or mental impairment and the impairment has a substantial and long-term adverse effect on their ability to perform normal day-to-day activities.			
Yes		No	
		Prefer not to say	