

## SIA – For life after spinal injury

Dear Applicant

The Spinal Injuries Association (SIA) is the UK's leading charity supporting individuals who sustain damage to the spinal cord. We are a passionate organisation with a 40-year track record of developing to meet the changing needs of spinal cord injured people. Our charity strives to empower people to live a full and active life post-injury. We achieve this by supporting a person's physical, emotional and social needs through our lifelong services.

Damaging your spinal cord is a life-changing injury. The impact is monumental and affects every aspect of your life, as well as the lives of those closest to you.

The repercussions are not purely physical. In the early stages of rehabilitation many people feel isolated, unmotivated towards their rehabilitation, and are pessimistic about living with a disability. The future can seem a very bleak place and some of life's milestones, such as getting a job, having a family, or going on holiday, can seem unachievable.

Our **vision** is a fulfilled life for everyone affected by spinal cord injury.

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

SIA has credibility and expertise on spinal cord injury, an extensive network of contacts across the health and social care sectors and support from a valuable range of individuals and corporate partners. We have the potential and the ambition to build further support and expand the reach and effectiveness of our services.

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 Digital Engagement Manager to help us maximise these opportunities.

If you would like to find out more about the charity and the role, our Head of Communications & Engagement Andrew Smart 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](mailto:j.sims@spinal.co.uk)

We hope that this role inspires you and look forward to receiving your application.

## How to apply

Please complete all sections of the form below using black ink or type. The information you provide in your application will be the only material used in deciding whether or not you are shortlisted for interview, therefore please ensure you address all aspects of the person specification of the role you are applying for. CVs are not accepted and will not be considered. Where necessary continue your answers on a separate sheet of paper.

Please email your completed form to [j.sims@spinal.co.uk](mailto: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

The deadline for applications is 5pm 17<sup>th</sup> April 2020

Interviews will be conducted virtually on the 23<sup>rd</sup> April

No CVs and no agencies please.

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title</b>	Digital Engagement Manager
<b>Reporting to</b>	Head of Communications & Engagement
<b>Department/Location</b>	Comms and Marketing
<p><b>Main Purpose</b></p> <p>To lead on the development and delivery of the digital strategy goals, objectives and work plans of the digital engagement function that will inspire not just the 50,000 people living with spinal cord injury, but also the hundreds of thousands of people who are family, friends and carers.</p> <p>To manage and oversee the Spinal Injuries Association’s digital campaigns and to devise and implement social media, email marketing and video strategies and plans in line with the charity’s communications and fundraising objectives. These will motivate new and existing fundraisers to raise even more money for SIA and encourage our audiences to get more involved in our public affairs campaigning activities, etc. To encourage direct feedback from our members and others that will inform and shape our service provision. To project manage key business-critical initiatives such as the introduction of a new organisation-wide CRM, and partner website, etc.</p>	
<p><b>Duties &amp; Responsibilities</b></p> <ul style="list-style-type: none"> <li>• To lead on the planning and delivery of SIA’s digital marketing campaigns and content on social media, email marketing and across other digital channels to maximise effectiveness and ensure they meet our strategic aims.</li> <li>• To devise and implement integrated digital plans that support SIA’s top-level objectives</li> <li>• To manage and maximise new and existing digital channels including the existing website – spinal.co.uk, social media channels and a new partner website.</li> <li>• To project manage all aspects of major SIA digital initiatives such as the introduction of a new CRM and website.</li> <li>• To manage the charity’s national social media, email marketing and video budgets.</li> <li>• To make informed decisions through the analysis and interpretation of data.</li> <li>• To lead integrated marketing campaigns across multiple teams, liaising internally and externally to ensure messages and themes are consistent across all relevant communications.</li> <li>• To investigate, plan and implement new digital techniques, initiatives and content to communicate the charity’s messages and inspire support.</li> <li>• To manage the development of online communities for the charity and ensure this workstream contributes to SIA’s core aims and objectives.</li> <li>• To liaise with and advise other departments over the use of social media, advise on best practice and act as the main point of contact, including the delivery of training and resources to other teams and individuals.</li> <li>• To work closely with the fundraising team to support and provide advice on digital initiatives.</li> <li>• To manage external agencies and freelancers, ensuring reviewing processes are adhered to and acting as a sign off for projects and content.</li> <li>• To analyse, report and make recommendations on the charity’s digital campaigns and projects.</li> <li>• To maximise the opportunities presented by SEO, paid advertising campaigns, Google Grants, etc.</li> <li>• To work with other members of the communications team to develop productive relationships with key influencers.</li> </ul>	

Spinal Injuries Association, SIA House, 2 Trueman Place, Oldbrook, Milton Keynes, MK6 2HH  
01908 604191 [www.spinal.co.uk](http://www.spinal.co.uk)

- To ensure the charity complies with relevant legislation including copyright, GDPR and defamation laws.
- To work collaboratively with internal departments, external staff and volunteers to ensure their needs and requirements from the charity's social media and digital marketing are met.
- To be a proactive member of the Communications Department, providing feedback, ideas and recommendations in order to increase the effectiveness of the department's work

### **Leadership**

- Line manage the Web and Digital Communications Coordinator and the Data Processing Coordinator
- Contribute to SIA's strategic planning and budgeting process – taking responsibility for developing plans and budgets for digital engagement activities.
- Plan, review, analyse and report on income and expenditure relating to digital engagement activities.
- Work closely with other SIA Managers to build knowledge, expertise and capacity across the organisation.
- Take a charity-wide overview of opportunities to enhance and develop SIA's digital engagement.
- Play a leadership role in ensuring that all fundraising materials and communications (print and digital) are of high quality and adhere to SIA's brand guidelines.
- Play a leadership role in ensuring that record keeping is accurate and up to date.
- Play a leadership role in ensuring that digital engagement activities are lawful and reflect best practice, as well as SIA's policies and procedures.
- Play a supportive role within the Communications & Engagement teams including:
  - Reporting to the Head of Communications and Engagement.
  - Engaging in regular supervision and annual appraisals.
  - Undertaking relevant personal and professional training.
  - Sharing fundraising knowledge and expertise across SIA.
  - Identifying and highlighting new fundraising opportunities.
  - Attending and contributing to internal and external meetings.
  - Representing SIA at external events.
  - Deputising for the Head of Communications & Engagement, as required.

### **Reporting & Line Management**

- The postholder will report to the Head of Communications & Engagement, and will line manage two roles: the Web and Digital Communications Coordinator and the Data Processing Coordinator.
- Additionally, the postholder may be occasionally asked to manage freelancers or contractors on specific projects.

### **Salary, Hours & Benefits**

- Salary: £ 33,000 per annum
- Hours: 37.5 per week
- Annual Leave: 25 days per annum plus paid Bank Holidays
- Access to Group Personal Pension scheme (6% employer contribution)
- Access to Group Life Assurance scheme
- Access to Season Ticket loan
- Free car parking

Person Specification	Details	
<b>Job Title:</b>	<b>Digital Engagement Manager</b>	
<b>Knowledge &amp; Experience</b>	<b>Essential</b>	<b>Desirable</b>
At least five years' experience managing a similar function.	X	
Demonstrable experience of project managing large digital projects.	X	
Social media strategy experience, online digital content and video production, email marketing experience.	X	
Awareness of user experience across different channels and devices.	X	
Budget and line-management experience.	X	
High level of skills in Microsoft Office and CRM packages.	X	
Excellent knowledge of digital engagement best practice.	X	
Specific social media knowledge, online analytical and SEO knowledge.	X	
Experience of working in a similar capacity for charity/not-for-profit organisation.		X
<b>Skills</b>		
Excellent interpersonal and communication skills	X	
Excellent attention to detail	X	
Excellent administration and organisational skills	X	
Proven ability to multi-task and work on own initiative, accurately and under pressure	X	
Confident communicator with excellent copywriting skills		X
Proven ability to forge relationships with internal departments and external suppliers	X	
Creative with an eye for good design	X	
Future proof – able to identify and act on digital marketing trends		X

<b>General</b>		
Ability to work as a team member and under own initiative	<b>X</b>	
Positive attitude	<b>X</b>	
Initiative and drive	<b>X</b>	
Flexible and adaptable	<b>X</b>	
Resourceful, energetic and determined	<b>X</b>	
Able to undertake duties – some weekend work and UK travel required	<b>X</b>	
Full driving licence		<b>X</b>

# APPLICATION FOR EMPLOYMENT

For which post are you applying?

How did you learn of this vacancy?

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

## 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.

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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.*

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### 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><b>1.</b> 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><b>2.</b> 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><b>3.</b> 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><b>4.</b> 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><b>5.</b> 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><b>6.</b> 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><b>7.</b> 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><b>8.</b> 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><b>9.</b> 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><b>10.</b> 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	