

# Quaker Social Action

## Digital Development Officer

**Location:** Home working and office-based in Bethnal Green, London

**Responsible to:** Communications manager

**Salary:** £29,704

**Hours:** This is a full time post of **36 hours** per week.

### The recruitment process

We're keen to make our recruitment process clear and transparent. Firstly, by 9am on **Monday 6 December**, we'd like you to send (to [info@qsa.org.uk](mailto:info@qsa.org.uk)) the following two documents:

- Your CV, highlighting the areas of your experience pertinent to this role.
- Your supporting statement, explaining why you want this role and how you have the experience, skills and values we're looking for. You will find this within our person specification further on in this pack. We'd encourage you to demonstrate why you'd be a great fit, but also be honest with us if you feel there are some aspects of the role you have less experience in.
- We also invite you to complete our online [equality and diversity monitoring form](#).

If we're able to take your application through to the next round, we'll let you know by **Wednesday 8 December**. We're holding interviews on **Thursday 16 December 2021**, ideally in person, at our office in Bethnal Green – however we can accommodate Zoom too. In order to enable all candidates to come to the interview well prepared, we'll send you the interview questions the day before. We're hoping to be able to make decisions that day, but if we've got a couple of particularly strong candidates, we may want to speak with you again.

Being a diverse and inclusive organisation is very important to us. We actively encourage and welcome applications from candidates of diverse cultures, perspectives and lived experiences. We hope you find this job pack clear and welcoming and indeed, should you apply for this role, that you find the same to be true of our whole recruitment process. Please do let us know if you don't. We would genuinely welcome the feedback.

## About the role

### What does QSA do?

Quaker Social Action's mission is twofold. We enable people on low incomes in east London and beyond to seek solutions to the issues affecting their lives. To do this, we listen and respond to the needs of the community by running practical, sustainable and collaborative projects. Where we see the potential to bring benefit to communities outside of our own, we share our learning by running professional training, and by using our voice to seek structural change by speaking truth to power.

Services include: crisis support for those unable to afford funerals; courses that empower people to manage their money more confidently; practical support for people experiencing homelessness such as a mobile library and a community kitchen space; wellbeing interventions; and the UK's first dedicated supported housing project for young carers.

QSA was founded by Quakers in 1867, troubled by the social injustices of the time and keen to tackle them. This sense of taking practical action has stayed with us over our 150-year history and our organisational values are aligned with Quaker values of equality, truth and peace. We are proud of our Quaker heritage and our place within the Quaker community, while also clear that our services, jobs and volunteering roles are open to all.

[Learn more about our practical action against poverty >](#)

### What is the role of the Digital Development Officer?

We are seeking an ambitious and enthusiastic digital development officer to provide additional capacity and expertise in order to augment QSA's digital reach and impact. Joining our small but highly effective fundraising and communications team, the role will cover a range of areas, including content creation, analytics, social media, and digital marketing. You'll combine your technical digital expertise with creative marketing techniques, embracing new opportunities and ways to improve and develop our digital services and communications.

From the start of the Covid-19 pandemic, like many organisations, we were obliged to consider how to adapt our services so that they could still reach people in the context of social distancing requirements. Part of the answer has been to make more of our support available online – for example, we:

- Put more information and resources on our website – for example about organising a funeral during the pandemic, money management, and mental well-being
- Moved services and training from in-person to online delivery, enabling us to reach people over a wider geographical area
- Helped service users who do not have computers to interact with us face-to-face using apps on their smartphones
- Incorporated digital skills into our financial wellbeing courses; and delivered a small 'devices and data' project in one area of east London

However, we recognise that we have much further to go in our digital development in order to reach more people, maximise impact, and capture feedback so as to evaluate the effectiveness of our online services – whilst all the time being very mindful of not excluding people who struggle online due to lack of skills, devices or data. Our existing communications and IT supports colleagues who are already working at full capacity, so we need a new specialist member of staff to progress this work. The post-holder will report to QSA’s communications manager.

## What is it like to work for QSA within the fundraising and communications team?

The various teams at QSA undertake very different tasks but there is a strong sense of collaboration and of celebrating the successes of other teams with gusto and goodwill. As a small organisation, everyone has to work hard, and each person has their role to play. Our staff are enthusiastic and engaged with what they do, and there is both an openness and a solid commitment to social justice that is visible across the organisation.

The fundraising and communications team is a small, highly effective team which works closely together and collaborates with the other teams across QSA. A typical day in this role is likely to involve meeting with QSA’s various project managers about their work and developing creative approaches to sharing digital content across various platforms. You’ll be monitoring and supporting the management of our website and social media channels, ensuring they are up to date and regularly refreshed, whilst planning ambitious long-term digital projects, in line with QSA’s mission.

This is a role – and an organisation – that will suit someone who is looking for a close-knit working environment, who has an inner resilience, who understands the need to be flexible and sometimes all-hands-on-deck and is ambitious to work as part of a team with a reputation for delivering work of the very highest standard.

We have always sought to be a flexible employer and that approach reaped dividends for us when our organisation had to start working remotely during lockdown. Our workforce was trusted to get on with their roles and they delivered. We’re now thinking together as an organisation about what the post-lockdown world of work will look like, and we’re doing this collaboratively, keen to maintain flexibility and morale all round.



**“It was what I was looking for. The way they deliver the sessions makes it feel inclusive and non-judgemental. Participating online, the energy felt tranquil.”**

Audrey, online attendee of our This Way Up mindfulness and coaching course

## Job description

### Main duties

#### Website

- Support the creation of new digital services and content– working with project managers within an agreed scope
- Implement user-testing of website navigability / user-friendliness, analyse results and produce reports
- Use Google Analytics and other tools to measure, analyse and report on digital activity and impact
- Periodically refresh website content within agreed scope, and in line with QSA's strategy for Google Ads and search engine optimisation

#### Social media

- Support project teams to promote their services online, building partnerships with referral partners
- Produce and schedule content for Twitter, Facebook and Instagram, carrying out engagement exercises with social media followers
- Develop reciprocal relationships with online champions i.e., individuals with significant social media followings
- Develop reciprocal online relationships with Quaker institutions
- Engage in relevant online conversations on behalf of QSA

#### Email marketing

- Work with teams across the organisation to plan, create and share engaging email content journeys to meet shared goals and objectives
- Support project teams to capture data from partners for email marketing
- Monitor and review performance, using insights and learnings to inform decisions about future activity

#### Organisational requirements

- To work within, and actively promote, the policies and procedures of QSA
- To receive line management, supervision and appraisal from the communications manager
- Any other duties, as appropriate to the role, as agreed by the QSA director

## Person specification

### Experience of

1. developing digital services
2. working within a marketing and/or communications team
3. managing social media
4. using a content management system
5. using email marketing platforms

### Skills and abilities

1. Effective team working and interpersonal skills; ability to support colleagues with a real can-do and solutions focussed approach
2. Excellent written communication skills including extensive experience of writing copy
3. Ability to manage own workload, meeting deadlines and balancing multiple priorities
4. Ability to input creatively into the ongoing design and development of QSA's projects and services
5. Design skills and experience in design software is desirable
6. Attention to detail and accuracy

### Knowledge of

1. a wide range of digital tools and channels
2. analytics and evaluation methods for digital communications output, including user-testing and impact measurement

### Other

1. Commitment to and understanding of the role of equity and diversity, in the workplace and in service provision
2. A willingness to work within a Quaker ethos, as clarified by the mission statement of QSA which is:

*“To enable people on low incomes in east London and beyond to seek solutions to the issues affecting their lives. To do this we will listen to and respond to the needs of the community by running practical, sustainable and collaborative projects. We will share our work with others when it is clear that it has the potential to bring benefits to communities outside of our own”.*

## Main terms and conditions of employment

1. QSA uses the local government pay scales for salaries. Your salary will be on **NJC scale point 20-24**, which starts at £29,704 for a full-time post (or pro rata if part time). All appointments are made at bottom of scale.
2. Two-year fixed term contract. This is a **full-time** post of **36** hours per week (however QSA is open to discussion about a part time post).
3. You will be entitled to 25 days holiday per year (or pro rata if part time) with the leave year running from January to December, plus bank holidays.
4. Working from home is possible, but we are strongly encouraging our staff to also use the QSA office in Bethnal Green too, particularly to engage with other colleagues. There is no set percentage of time where staff are required to be within the office.
5. The period of notice will be 1 week during the probationary period and 1 month on its completion.
6. QSA has a union recognition agreement with Unite although staff are welcome to join any trade union.
7. This post is subject to a 6-month probation period.
8. The QSA pension policy means staff receive 6% on top of their salary paid into the QSA group personal pension, with a 2% staff contributory element.