



**DIGITAL ENGAGEMENT OFFICER
BRADFORD**

THE SUNDAY TIMES
100
**BEST NOT-FOR-PROFIT
ORGANISATIONS
TO WORK FOR
2019**



Introducing TLG...

Transforming Lives for Good (TLG) is a national charity that helps churches to bring hope and a future for struggling children. That means getting alongside struggling children, providing practical support in and out of school and connecting with home to bring hope and a future.

All over the UK, children are struggling in school for all kinds of reasons and many families are suffering without hope. Nationally, the latest statistics show that:

- Children living in poverty are 4 times more likely to get a permanent exclusion from school
- More than two thirds of the current prison population were excluded from school
- One in six 16-24 year old 'NEETs' (those not in Education, Employment or Training) die within ten years of falling out of the system
- 1.5 million children are entitled to free school meals in the UK

But there is hope.

It comes through the local church making a real difference in their community. TLG is passionate about bringing a practical approach that goes way beyond education and works to build strong connections between local churches, families and schools. At TLG, we have a big vision to make the difference in as many children and families lives as possible. We are transforming lives for good!

Culture and Values

At TLG, our work is our vocation, giving us a rich sense of purpose. We also believe work can be a great experience and enable people to grow into their full potential. In fact, we are recognised nationally as an exceptional place to work. In 2019, we were named the best charity to work for in the UK by the prestigious Sunday Times Best Organisations to Work for.

This special award highlights all the positives about working at TLG! We love to look after our team and here are some of the great benefits we offer:

- Fun team times away
- Retreat days for staff
- Generous holidays and flexible working arrangements
- Above and beyond recognition for high-performing staff
- Support for staff with counselling and coaching
- Contributions towards training and professional qualifications

Our Values

Holding to these values is vital in the busy context of our rapid growth – doubling in income and impact over the last four years and with a goal of doubling again in the next 5 years.

- Greater Transformation
Relentlessly focussed on the main thing (TLG's mission and vision), energised by the challenge, and deliberately missional.
- Relational Leadership
Bringing out the 'gold' in others, 'leaning in' when it's relationally tough, and humble yet courageous
- Local Church
Celebrating the Church, grace and patience in partnership, and rooted in the local church community
- Excellence Every Day
Joyfully exceeding expectations, learning from failure, and knowing uncertainty doesn't throw us
- Vibrant Faith
Nurturing our own walk with God, following Jesus together even when it's tough, and realising work is mission – so much more than a job





Job Description

Location:	Bradford
Salary:	£19,505– £21,123 (FTE) – depending on experience
Hours:	30 per week
Reporting To:	Head of Communications & Influence

Organisation and Role Context

The National Development Department consists of four teams who develop and grow the UK-wide reach of the charity. Whether engaging churches, supporters, corporates or the press, the National Development team are passionate champions for the work, inspiring partnerships that will enable TLG to transform thousands more young people's lives in the years ahead.

The post holder will be passionate about making as much of an impact as possible in order to support the growth of TLG to be helping 10,000 children a year by 2026 and to raise awareness of the issues facing struggling children in the UK today. TLG is growing significantly, so applicants must be up for a challenge in a fast-paced environment! For the right applicant this will be an exciting opportunity to be part of a dynamic, pioneering team.

Purpose of Role

An exciting new and vital role, working in our Communications and Influence team. This role will play a major part in making TLG's voice heard and work seen by diverse audiences on multiple platforms. We are seeking an experienced Copywriter, who is organised, highly motivated and has strong attention to detail with the ability to turn complex information into clear, accessible and engaging content.

The postholder will also take control of TLG's social media including Facebook, Twitter, LinkedIn and Instagram. Candidates will have experience of using these platforms and an understanding of how to write to different audiences. As we increasingly feature in national press and

publications, we need a talented, passionate and enthusiastic person to help us reach more people with the voice of TLG. Your work here will cover a wide range of topics from relational trauma and emotional wellbeing to food poverty and exclusions.

You'll be able to demonstrate an understanding of digital media and how these tools can be used to encourage engagement with our supporters and within our organisation. The ideal candidate will be able to write in a journalistic style, have excellent knowledge of English and be computer literate. We want someone who is a quick thinker, a problem solver and can analyse information quickly and effectively. We are looking for someone who is driven and able to work under their own initiative.

You may already have a proven track record of success in a fundraising environment or are new to the charity sector but have transferable skills that can make a real difference. Either way, it's an exciting time to join the organisation and be a voice for struggling children at a crucial time for so many young people throughout the UK.

Job Tasks

You will manage or contribute to the delivery of a number of content projects across our publications, website and digital channels. This will include:

- **Providing high-quality copy-editing and proofreading for our publications, supporter emails, appeals, social media, corporate literature and advocacy reports.**
- **Supporting the development and publication of guidance for individuals and organisations, making sure our content is in plain English and easy to read.**
- **Advising colleagues on the most appropriate content types to meet user needs, ensuring they meet our house style and brand guidelines.**
- **Creating website content using our content management system.**
- **Commissioning a range of content, such as animated videos and infographics, working with our graphic designers and video production team.**
- **Commissioning alternative formats and making sure our content follows accessibility best practice.**

Other duties include:

- **Attend, fully participate in and, on occasions, lead daily Christian devotionals and times of worship for the staff team.**
- **Participating in and promote residential trips, involving children from the programmes that TLG are a part of. This includes Faith Residential trips, where young people have an opportunity to explore the Christian faith for themselves.**
- **Being prepared and willing to represent TLG at external events, including Christian exhibitions and festivals, church talks, etc.**
- **Actively promoting TLG's regular giving scheme and recruit a number of individuals to become regular 'Hope Givers'.**
- **Attending TLG's Staff Conference three times a year. This includes active participation in**

corporate Christian prayer and worship and the opportunity to share faith testimonies of young people involved in TLG's programmes.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Good general standard of education including as a minimum English and Mathematics GCSE at grade A*-C or equivalent.	<ul style="list-style-type: none">• Degree level qualification
Skills and Knowledge	<ul style="list-style-type: none">• Ability to interview those TLG has helped and write up those stories for a variety of audiences.• Advanced knowledge of social media including Facebook, Twitter, Instagram and LinkedIn.• Excellent listener with great communications skills, with an expertise in explaining complex information• Adapts easily and works well with a wide variety of individuals• Excellent and efficient administrative ability coupled with the ability to work accurately and with a high attention to detail• Able to manage a variety of projects at the same time• Passionate about being highly organised with great time-management skills• Proactive and takes the initiative to improve systems and processes• Takes initiative in setting priorities, managing workload in a self-directed way and undertaking sufficient activity to meet ambitious targets• Ability to act as a role model for the culture of excellence and the values of TLG• Working knowledge and understanding of local church culture across the UK	<ul style="list-style-type: none">• Knowledge of children, youth and/or education sector• Knowledge and appreciation of the role of the faith sector within the wider charitable landscape• Can write to Search Engine Optimisation (SEO)

Experience	<ul style="list-style-type: none"> • Experience of copywriting • An ability to drive forward projects creatively • Excels in a target driven environment • Excellent project management skills – can influence and negotiate with others beyond their own team to meet tight deadlines and achieve new initiatives • IT skills including the use of Microsoft-based programmes 	<ul style="list-style-type: none"> • Experience of copywriting within the charity sector • Experience of running social media platforms within the charity sector • Experience of crafting written financial appeals
Christian Lifestyle	<ul style="list-style-type: none"> • Commitment to actively pursue ongoing spiritual development of themselves and colleagues within the life of a local church in order to enhance the contribution to TLG. • Attend and participate fully in devotions, prayer meetings and staff conferences to enhance the spiritual relationships within the team. • Able to work sensitively with those of different cultures and faiths whilst having their own strong and vibrant Christian faith and commitment to Equal Opportunities. • To be an active part of a church family. 	
Additional	<ul style="list-style-type: none"> • Play an active part in promoting the work of TLG including the recruitment of individual regular donors through TLG Hope Giver scheme • Complete an enhanced DBS check prior to employment, which reveals no reason for the applicant being unsuitable to work with young people • Provide 3 referees – at least one referee needs to represent Christian commitment. References will be taken up after shortlisting. • Provide evidence of qualifications and suitability to work in the UK and appropriate qualifications. • Promote and safeguard the welfare of children and young persons. 	

Application Process

All applicants are directed to apply online through our website www.tlg.org.uk/jobs.

Please go to our jobs page, and then download the application pack by entering your details. You will then be able to access an online application form which you can work at online at any point, and your details will be saved every time you log off. Please specify clearly how you meet the person specification (using the headings provided in the person specification), with special emphasis on how your faith relates to all aspects of your working life.

If you have any problems with the online application process, please contact recruitment@tlg.org.uk and someone will get back to you as soon as possible.

We would welcome applications from candidates from diverse backgrounds to enable us to better reflect the needs of the communities we serve.

The deadline for applications is 5pm, Monday 7th December. Interviews: 14th December

recruitment@tlg.org.uk
www.tlg.org.uk
01274 900380

