



# RECRUITMENT PACK

## SOCIAL MEDIA ASSISTANT

### JO'S CERVICAL CANCER TRUST





Dear Applicant,

Thank you for requesting further information on our Social Media Assistant

Please find enclosed the below information which you should read thoroughly before starting your application:

- A full job description & person specification
- Additional Information

Closing date: 5pm on Sunday 29<sup>th</sup> November 2020

Interviews: Friday 4<sup>th</sup> December 2020

If you would like to apply for this role please email your CV and a covering letter to [recruitment@jostrust.org.uk](mailto:recruitment@jostrust.org.uk)

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion.

Please note that we reserve the right to close this post early, should we receive a high volume of applications.

Thank you for the interest in working for Jo's Cervical Cancer Trust

The HR Team



## Job Description

<b>Job Title:</b> Social Media Assistant	<b>Location:</b> Home working with occasional travel to Jo's Cervical Cancer Trust offices, Borough, London SE1
<b>Hours:</b> Part time 15 hours per week	<b>Duration:</b> 7 month contract with potential to extend
<b>Responsible To:</b> Head of Communications and Public Affairs	<b>Responsible For:</b> N/A
<b>Salary:</b> £23,000 - £26,000 pro rata	

## Background information

Jo's Cervical Cancer Trust is the UK's leading cervical cancer charity. The charity was established in 1999 by James Maxwell following the death of his wife Jo, aged 40, from cervical cancer.

Since then we have provided information and support to thousands of women and their families.

We offer a range of online and face-to-face services including information materials, a free helpline, online forum, national and regional support days and an expert clarification service. Cervical cancer affects women of all ages, but is one of the most common cancers amongst young women.

Two women a day in the UK will die from cervical cancer whilst over 3,000 women are diagnosed each year. In addition around 220,000 a year are told they may have cervical cell changes that may require treatment. Thanks to the NHS Cervical Screening and HPV vaccination programmes cervical cancer is a largely preventable disease. However, for those affected, the impact of cancer cannot be overstated.

This is an exciting time to join the charity. In recent years awareness of cervical cancer and has grown significantly with our annual income increasing from £288k to £1.75m. The staff team has also significantly grown to 23 enabling us to reach more women than ever before.

Over the past few years our work has been recognised a number of times including winning a prestigious GSK IMPACT Award, Best Communications Campaign at the Third Sector Excellence Awards and a Plain English Osborne Memorial Award for our website, we have also achieved Investing in Volunteers accreditation.



## **About the role**

This role sits within our Communications and Public Affairs team and is responsible for working with the team to develop and run our social media channels.

It's an exciting time to join the team at Jo's Cervical Cancer Trust. We're the UK's cervical charity and our vision is a future where cervical cancer is a disease of the past, you'll play a key role in helping us get there.

This role will bring new ideas and creativity to help us start conversations, increase engagement and reach new audiences. Adhering to our tone and brand, you will work with the team to plan, create and schedule social media content. The role involves working closely with teams across the charity, especially Fundraising, to come up with innovative ways of supporting their activities and develop the social media element of projects and campaigns.

We're looking for a creative individual who can work with design and film programmes to produce high quality content. You will have excellent written and verbal communication skills, and an ability to juggle multiple tasks at once.

As the role involves working closely with women affected by cervical cancer, helping to tell their stories, a high degree of empathy and sensitivity is required.

Reporting on our activity and suggesting ways to improve is an important part of this role, this includes with paid advertising helping to achieve objectives through developing campaigns and setting targets.

You will help monitor our social media channels to respond to questions and identify new opportunities for the charity. This includes occasional out of hours activity.

From time to time you may be required to work on ad hoc tasks to support other members of the team.

This is a part time role and there is some flexibility on when hours are worked.

### Key tasks and responsibilities

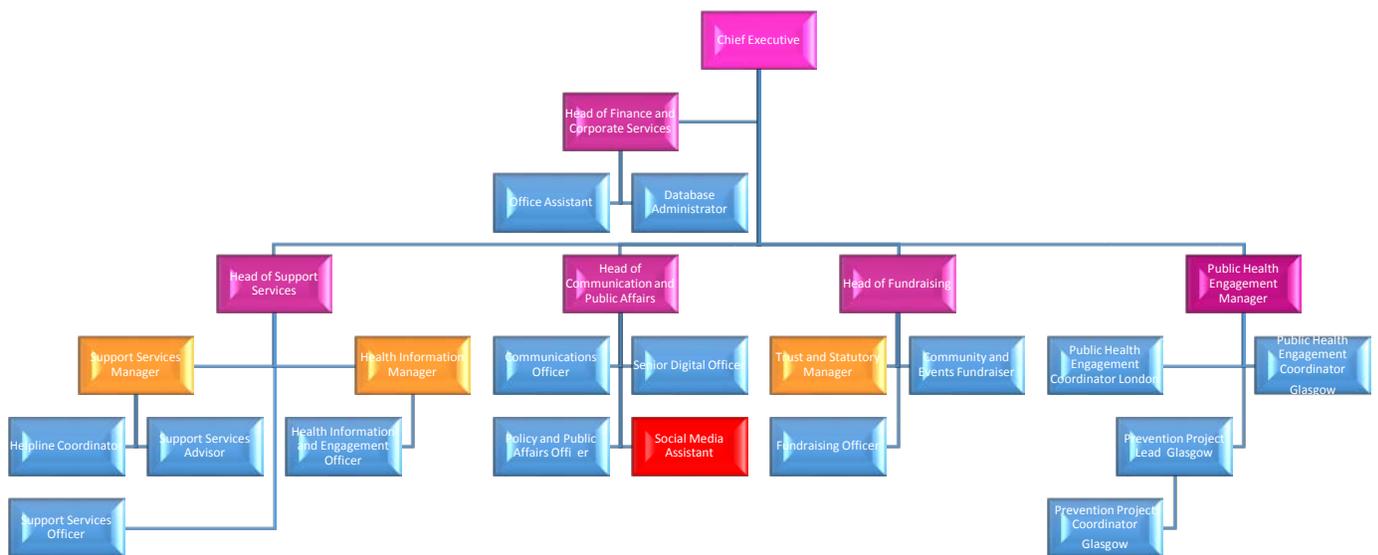
- Working with other members of the team to plan weekly social media content and plan ahead for upcoming campaigns or activity
- Work with other departments to ensure social media activity meets their needs
- Create and schedule regular content adhering to brand guidelines
- Create adverts and paid for campaigns as required and report on performance
- Create videos and graphics for use on social media channels
- Build a strong understanding of our different audiences to inform and drive the creation of content
- Produce regular reports to monitor performance and update other members of the team
- Monitor activity across channels, responding where necessary
- From time to time you may be asked to work with members of the wider team on ad hoc projects
- Proactively identifying opportunities to develop new relationships, participate in conversations and achieve organisational goals
- Play a key role in the development of campaigns including Cervical Cancer Prevention Week
- Be a supportive and participatory member of the team
- Abide by the charity's policies, practices, and core values.



**Person specification**

Essential	Desirable
<p>Educated to degree level or equivalent experience</p> <p>Excellent written and verbal communication skills</p> <p>Experience in working with social media accounts in a professional capacity</p> <p>Creative with ability to think innovatively</p> <p>Excellent attention to detail</p> <p>Ability to work to deadlines and prioritise workload</p> <p>Good organisational skills</p> <p>Analytical, with the ability to produce reports and assess performance</p> <p>Good knowledge of the social media landscape</p> <p>Experience of working with brand guidelines</p> <p>Proven experience of creating compelling and engaging content for different audiences</p>	<p>Experience of social media advertising and campaigns</p> <p>Familiarity with the voluntary and/or health sector</p> <p>Experience of working with Adobe Creative Suite eg. Photoshop and InDesign</p> <p>Experience of video production</p> <p>Knowledge of social media measuring tools</p>

## Position in team



## General Information

Jo's Cervical Cancer Trust is an equal opportunities employer and all employees are actively encouraged to contribute to the promotion of diversity

## Values

- **Passion:** With it we achieve the extraordinary
- **Respect:** We make every effort to understand and be considerate of the needs of others
- **Evidence:** This underpins every decision we make
- **Collaboration:** We can achieve our purpose by working together
- **Challenge:** Through it we influence, generate change and progress



## **Working at Jo's Cervical Cancer Trust**

We offer a pension contribution

Flexible working options are considered

Holiday entitlement is 25 days per annum (plus statutory bank holidays) – Pro rata

Please note that all offers of employment require:

- References deemed satisfactory to the Charity
- Proof of eligibility to work in the UK

## **About the information we collect and hold**

The table set out in Part A of 0 below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

The table in 0 of 0 below summarises the additional information we collect before making a final decision to recruit, ie before making an offer of employment unconditional, how and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

## **Where information may be held**

Information may be held at our offices and those of our group companies, and third party agencies, service providers, representatives and agents as described above.

## **How long we keep your information**

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment.



Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Team, who can be contacted on [datateam@jostrust.org.uk](mailto:datateam@jostrust.org.uk) or 020 3096 8100 (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask Data Protection Team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Team will provide you with further information about the right to be forgotten, if you ask for it.

### Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### How to complain

We hope that our Data Protection Team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint about the information we collect and hold

#### Part A

#### Up to and including the shortlisting stage

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
<b>Your name and contact details (ie address, home and mobile phone numbers, email address)</b>	From you	Legitimate interest: to carry out a fair recruitment process	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome
<b>Details of your qualifications, experience, employment history (including job titles and working hours) and interests</b>	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	To make an informed recruitment decision  The person making the shortlisting decision will receive pseudonymised or anonymised details only; if you are invited for

			interview, the interviewer will receive non-anonymised details
<b>Your name, contact details and details of your qualifications, experience, employment history and interests</b>	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process	
<b>Your racial or ethnic origin, sex and sexual orientation, religious or similar beliefs</b>	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
<b>Information regarding your criminal record</b>	From you, in your completed application form	To comply with our legal obligations	To make an informed recruitment decision
<b>Details of your referees</b>	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process Information shared with relevant managers, HR personnel and the referee

**Part B**  
**Before making a final decision to recruit**

<b>The information we collect</b>	<b>How we collect the information</b>	<b>Why we collect the information</b>	<b>How we use and may share the information</b>
<b>Information about your previous academic and/or employment history, including details of any conduct, grievance or performance issues,</b>	From your referees (details of whom you will have provided)	Legitimate interest: to make an informed decision to recruit To comply with our legal obligations	To obtain the relevant reference about you

<p><b>appraisals, time and attendance, from references obtained about you from previous employers and/or education providers</b> <input type="checkbox"/></p>		<p>Legitimate interests: to maintain employment records and to comply with legal, regulatory and corporate governance obligations and good employment practice</p>	<p>To comply with legal/regulatory obligations  Information shared with relevant managers and HR personnel</p>
<p><b>Information regarding your academic and professional qualifications</b> <input type="checkbox"/></p>	<p>From you, from your education provider from the relevant professional body</p>	<p>Legitimate interest: to verify the qualifications information provided by you</p>	<p>To make an informed recruitment decision</p>
<p><b>Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information</b> <input type="checkbox"/></p>	<p>From you and, where necessary, the Home Office</p>	<p>To enter into/perform the employment contract  To comply with our legal obligations  Legitimate interest: to maintain employment records</p>	<p>To carry out right to work checks  Information may be shared with the Home Office</p>
<p><b>A copy of your driving licence</b> <input type="checkbox"/></p>	<p>From you</p>	<p>To enter into/perform the employment contract  To comply with our legal obligations</p>	<p>To make an informed recruitment decision</p>

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked '☐' above to us to enable us to verify your right to work and suitability for the position.

