

Dear Applicant

**Content Designer**

Thank you for your interest in the above position. Please find enclosed the following:

* Job vacancy details
* Application form and Guidance Notes
* Equality and diversity monitoring form (please complete and return)
* Equality and diversity statement
* Privacy Notice for Applicants
* Job description and personal specification
* Details of the Carers’ Centre

The Carers’ Centre aims to be an Equal Opportunities employer and welcomes applications from all parts of the community. It recognises the value of people who are Carers or have experience of caring in their lives.

We are committed to safeguarding and any successful applicant will be subject to obtaining an enhanced DBS check.

The closing date for applications is **12 noon** on **Monday 17th August 2020.** Interviews will take place via Zoom on either **Wednesday 26th August 2020**

Shortlisted candidates will be notified by telephone or by email. If you have not heard from us by **21st August 2020** please assume you have not been successful on this occasion.

We look forward to receiving your completed application and thank you once again for your interest in the Carers’ Centre.

Yours sincerely



David Ford

Senior Operations & HR Manager

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| **Vacancy** |  |

**Join the Carers’ Centre, a leading local charity, and help us create a community where unpaid carers of today and tomorrow are fully recognised, valued and supported and have what they need to stay well, feel in control and stay connected.**

Three in five of us will take on the responsibility of looking after someone we love because they are ill or have a disability. Caring can be rewarding, but without the right understanding and support, it can result in poor physical and mental health, financial hardship and social isolation.

We are currently looking for a new worker for a very new and innovative role due to securing new funding from the National Lottery Digital Fund.

**Content Designer**

**37 hour per week**
£26,500, Permanent position

We are looking for a Content Designer who wants to develop their skills to create great content for our digital channels. The right candidate will help us deliver our vision of a community where carers of today and tomorrow are fully recognised, valued and supported and have what they need to stay well, in control and feel connected.

**Closing date: Monday 17th August 2020 (12 Noon)**

**Interview date: Wednesday 26th August 2020**

**Job Pack is available on our website:** [**www.banescarerscentre.org.uk**](http://www.banescarerscentre.org.uk)

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| **Guidance Notes** |  |

**The Application Form**

* The application form plays an important part in the selection process; decisions to shortlist candidates for interview are based solely upon the information you supply on your form and the form provides a basis for the interview itself.
* Curriculum Vitaes (CVs) alone will not be accepted. However, CVs will be accepted *in addition* to a fully completed application form.

**Section 1: Personal Details**

* Please give your surname and initials. You are not, however, required to provide your preferred title and/or your forenames. If you have a title or other name you would like to be called (should you be called for an interview), you may at your discretion enter those details.

**Section 2: Education and Professional Qualifications**

* List membership of professional institutes, in-house courses and professional qualifications if applicable. Essential qualifications will be checked on appointment to a post.

**Section 3: Present Post**

* Please provide brief information in respect of responsibilities including reporting and management duties. This section should not be left blank unless the position you are applying for is your first job.
* Should you be selected for the role “your reason for leaving or wishing to leave” may be verified if we take references per Section 7 below.

**Section 4: Previous Employment**

* Do not simply list the duties of your jobs. Please give a brief explanation of the main duties of your previous jobs.
* Whilst you are not required to provide dates in relation to previous jobs it is important you confirm whether or not you have had material gaps in your employment. If you have, it would be helpful if you could provide relevant details.

**Section 5: Relevant Skills, Abilities, Knowledge and Experience**

* This section is vital.
* Think about what evidence you can provide to demonstrate you have the necessary skills, ability, knowledge and experience required.
* You may have acquired these in a variety of ways e.g. through work, running a home, voluntary work, hobbies etc.
* Address each of the criteria separately and briefly outline how you meet each one, providing specific examples.

**Section 6: Other information**

* A simple list will suffice unless positions held and the skills/experience attained are directly relevant to the position for which you are applying.

**Section 7: References**

* Should you be selected for the role we will want to take up referees as outlined below. However, if possible we would like to do this earlier in the process.
* *Employment references* – please provide referee/s details to cover recent relevant employment.
* *Academic references* – if you are a school leaver or graduate entrant and do not have any previous employment history, please supply the details of a school/college tutor.
* *Personal references* – if you have no previous employment please give details of someone who can provide a character reference.
* We reserve the right to take up references from any previous employer.

**Section 8: Declaration**

* This section must be signed by the applicant. It is a declaration of the validity of the information in the application, and confirms that misleading information would be sufficient grounds for terminating of employment.

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| **Application Form** |  |

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| Title of post applied for: |       |

Before completing this form, please read the accompanying guidance notes. Please write clearly in black ink or type.

**Confidential**

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| **1. PERSONAL DETAILS** (BLOCK CAPITALS PLEASE)

|  |  |  |  |
| --- | --- | --- | --- |
| Surname:  |       | Initials:  |       |
| Former surnames if different: |       | Preferred Name or Title (Optional): |       |
| Address:      | Tel No (home):  |       |
| Tel No (business): |       |
|   | Tel No (mobile): |       |
|  | Nat. Insurance No: |       |
| Postcode |       | Email address: |       |
| Nationality:  |       | If you are not a British passport holder or a European Citizen, or you do not have the permanent right to remain in the UK, you will require a work permit. |
| Do you need a work permit to be employed in the UK? | [ ]  Yes [ ]  No | If you already have a work permit, when does it expire?       (Please note that your current work permit may not be valid for this post.) |
| Where did you learn of the post? |       |

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| **2. EDUCATION AND PROFESSIONAL QUALIFICATIONS** (Original documents as proof of qualification will be required at interview)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Secondary School / College / University | Dates | Examinations taken | Date | Result |
| From | To |
|       |       |       |       |       |       |
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| Professional Qualifications currently held: how obtained, grade and date       |

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| Other relevant Educational or Training Courses, with dates       |

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| **3. PRESENT POST**

|  |  |  |  |
| --- | --- | --- | --- |
| Title of Post:  |       | Salary/Grade:  |       |
| Name of Employer:  |       | Business of Employer:  |       |
| Address:      | Date Commenced:  |       |
| Date Ended (if applicable): |       |
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|  |  |  |  |
| Postcode |       |
| Please outline your responsibilities, to whom you are responsible and staff responsible to you (if applicable):      |
| Reason for leaving or wishing to leave: |       |
| Period of notice required to terminate present employment: |       |
| Please notify us of any dates you are available for interview:      |

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| **4. PREVIOUS EMPLOYMENT**(Please use continuation sheet if necessary.)

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name and Address of Employers | Position held | Reason for leaving | Final grade/salary |
|
|       |       |       |       |
| Description of duties:      |
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| Description of duties:      |
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| Description of duties:      |
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|       |       |       |       |
| Description of duties:      |
| Has any of your previous work (paid or unpaid) involved working with children or young people or adults at risk? Please provide details. We will need to obtain a separate reference from an employer where you have previously worked with children. |

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| **5. RELEVANT SKILLS, ABILITIES, KNOWLEDGE, EXPERIENCE AND YOUR REASONS FOR APPLYING FOR THIS JOB**      |

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| **6. OTHER INFORMATION**

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| What activities outside work interest you? (State any positions held you consider relevant.)      |
| Do you hold a current driving licence? | [ ]  Yes [ ]  No | Do you have access to a car? | [ ]  Yes [ ]  No |

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| **Disabilities** |
| If selected for interview, do you require any special arrangements to be made on account of a disability?  | [ ]  Yes [ ]  No |
| If “yes”, please give brief details of the effects of your disability on your day-to-day activities, and any other information that you feel would help us to accommodate your needs during your interview and fulfil our obligations under the Equality Act 2010:       |

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| **Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975** |
| Have you any convictions that are not spent under Rehabilitation of Offenders Act?  | [ ]  Yes [ ]  No |
| If Yes, please provide further details: [Spent convictions do not have to be declared]       |

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| **7. REFERENCES**

|  |  |
| --- | --- |
| **Referee 1** | **Referee 2** |
| Title (Mr, Mrs etc):  |       | Title (Mr, Mrs etc):  |       |
| Full Name:  |       | Full Name:  |       |
| Job Title:  |       | Job Title:  |       |
| Organisation:  |       | Organisation:  |       |
| Address:      | Address:      |
|  |  |
|  |  |  |
| Tel No:  |       | Tel No:  |       |
| E-mail address:  |       | E-mail address:  |       |
| Please state if we may obtain this reference prior to interview. | [ ]  Yes[ ]  No | Please state if we may obtain this reference prior to interview. | [ ]  Yes[ ]  No |

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| **8. DECLARATION**

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| I declare that the information given in this application form is true and complete. I understand that if I have given any misleading information on this form or made any omissions, this will be sufficient grounds for terminating my employment. |
| Signature:  |  | Date:  |       |
| Name:  |       |  |
| The information provided by you on this form may be processed for purposes permitted by the General Data Protection Regulation. You have, on written request, the right of access to personal data held about you. The company treats personal data collected during the recruitment process in accordance with our Data Protection Policy. |

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**Please email your application to:** **gill.evans@banescarerscentre.org.uk**

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| **Diversity Monitoring FormCONFIDENTIAL** |  |

This information will be stored anonymously and confidentially.

|  |  |
| --- | --- |
| Post applied for/Date: |        |
| Where did you hear about this position? |       |

Please answer the following questions by ticking the appropriate box.

**Gender** Which of the following best describes your gender?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Female | [ ]  | Male | [ ]  | Prefer not to say | [ ]  |
| Intersex | [ ]  | Non-binary | [ ]  |  |  |

If you prefer to use your own term, please provide this here:

……………………………………………………………………………………………..

**Trans status** Do you identify as trans?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yes  | [ ]  | No  | [ ]  | Prefer not to say  | [ ]  |

**Disability** Do you consider yourself to be disabled?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yes  | [ ]  | No  | [ ]  | Prefer not to say  | [ ]  |

**Sexual Orientation** Which of the following best describes your sexual orientation?

|  |  |  |  |
| --- | --- | --- | --- |
| Bi | [ ]  | Heterosexual/straight | [ ]  |
| Lesbian or gay  | [ ]  | Prefer not to say | [ ]  |
| If you prefer to use your own term please specify here       |

**Age**

|  |  |
| --- | --- |
| 16 – 24 [ ]   | 45 – 54 [ ]   |
| 25 –34 [ ]  | 55 – 65 [ ]   |
| 35 –44 [ ]  | 65 + [ ]   |
| Prefer not to say [ ]  |  |

**Ethnicity**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **White** | **Mixed/ multiple ethnic groups** | **Asian/****Asian British** | **Black/African/****Caribbean/****Black British** | **Other ethnic group** |
| English [ ]  | White & Black Caribbean [ ]  | Indian [ ]  | African [ ]   | Arab [ ]  |
| Welsh [ ]  | White & Black African [ ]  | Pakistani [ ]  | Caribbean [ ]   | Prefer not to say [ ]  |
| Scottish[ ]  | White & Asian  [ ]   | Bangladeshi [ ]  | Prefer not to say [ ]  | Other       |
| Northern Irish [ ]  | Prefer not to say  [ ]  | Chinese [ ]  | Other       |  |
| Irish [ ]  | Other       | Prefer not to say  [ ]  |  |  |
| British [ ]  |  | Other       |  |  |
| Gypsy or Irish traveller [ ]  |  |  |  |  |
| Prefer not to say [ ]  |  |  |  |  |
| Other       |  |  |  |  |

**Religion and Belief**

|  |  |  |  |
| --- | --- | --- | --- |
| Buddhist | [ ]  | Muslim | [ ]  |
| Christian | [ ]  | Non-religious  | [ ]  |
| Hindu | [ ]  | Sikh | [ ]  |
| Jewish | [ ]  | Prefer not to say  | [ ]  |
|  |  | Other |       |

**Caring responsibilities** If you have caring responsibilities, please tick all that apply.

|  |  |  |  |
| --- | --- | --- | --- |
| None | [ ]  | Primary carer of a childchildren (under 18) | [ ]  |
| Primary carer of an adult  | [ ]  | Primary carer of anolder person | [ ]  |
| Secondary carer (another personcarries out the main caring role) | [ ]  | Prefer not to say | [ ]  |

Please return this form with your application to**gill.evans@banescarerscentre.org.uk**

**Equality and Diversity Policy Statement**

The Carers’ Centre is committed to eliminating discrimination and encouraging diversity amongst our staff and volunteers. Our aim is that our teams will be truly representative of all sections of society and each employee feels respected and able to give of their best.

To that end the purpose of our policy is to provide equality and fairness for all in our employment and not to discriminate because of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, ethnic origin, colour, nationality, national origin, religion or belief, sex and sexual orientation.

We oppose all forms of unlawful and unfair discrimination.

All staff members, whether part-time, full-time or temporary, will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability. All employees will be helped and encouraged to develop their full potential and the talents and resources of the workforce will be fully utilised to maximise the efficiency of the Carers’ Centre.

 **Our commitment:**

* To create an environment in which individual differences and the contributions of all our staff are recognised and valued.
* Every member of staff is entitled to a working environment that promotes dignity and respect to all. No form of intimidation, bullying or harassment will be tolerated.
* Training, development and progression opportunities are available to all staff.
* Equality in the workplace is good management practice and makes sound business sense.
* We will review all our employment practices and procedures to ensure fairness.
* Breaches of our equality policy will be regarded as misconduct and could lead to disciplinary proceedings.
* The Carers Centre welcomes applications from those wishing to work flexibly or with caring responsibilities

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| **Privacy Notice for Applicants** |  |

**Data controller: Bath and North East Somerset Carers’Centre, The Woodlands, Lower Bristol Road, Bath BA2 9ES**

**Introduction**

During the recruitment process, Bath and North East Somerset Carers’ Centre (the Company) collects and processes personal data relating to job applicants.

The Company is committed to being clear and transparent about how it collects and uses that data and to meet its data protection obligations.

 **What information does the Company collect and process?**

The Company collects and processes a range of personal information (personal data) about you. Personal data means any information about an individual from which the person can be identified. This includes:

* Personal contact details, such as your name, title, address and contact details, including email address and telephone number;
* details of your qualifications, skills, experience and employment history, including start and end dates, with previous employers;
* information about your remuneration;
* information about your entitlement to work in the UK; and
* equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Company collects this information in a variety of ways during the application and recruitment process. For example, data may be contained in application forms and CVs, obtained from identity documents, such as your passport and collected through interviews and assessment tests.

In some cases, the Company collects personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks permitted by law.

Data is stored in a range of different places, including on your application record**,** in the Company's HR management systemsand in other IT systems (including the Company's email system).

**Why does the Company process personal data?**

The Company needs to process data prior to entering into a contract with you. We also need to process data to enter into an employment contract with you and to meet our obligations under that employment contract.

In addition, the Company needs to process data to ensure that we are complying with our legal obligations. For example, we are required to check an employee's entitlement to work in the UK before employment begins.

The Company has a legitimate interest in processing personal data during the recruitment process and in keeping records of that process. Processing such data from job applicants enables the Company to manage the recruitment process, assess the suitability of candidates and make informed decision as to whom we wish to recruit. The Company may also have to process data from job applicants in order to defend legal claims.

The Company processes health information if we need to make reasonable adjustments to the recruitment process for candidates with a disability.

For certain positions, it is necessary to carry out criminal records checks to ensure that individuals are permitted to undertake a particular role.

 **If you fail to provide personal information**

You are under no obligation to provide the Company with data during the recruitment process. However, if you do not prove certain information when requested, the Company may not be able to process your application for employment properly or at all.

You are under no obligation to provide information for equal opportunities monitoring purposes and there are no consequences for you if this information is not provided.

 **For how long do you keep data?**

The Company will only hold your personal data for as long as is necessary to fulfil the purposes for which we collected it. If your application for employment is unsuccessful, the Company will hold your data on file for 6 months after the end of the recruitment process. At the end of that period, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and we shall issue a new privacy notice which sets down the periods for which your data will be held.

**Who has access to data?**

Your information will be shared internally for the purposes of the recruitment process, including with the HR lead, Business Support staff and colleagues involved in interviews.

The Company will not share your data with third parties unless we make you an offer of employment. In those circumstances, the Company shall share your data with third parties where required by law and where it is necessary in order to administer the working relationship with you or where we have another legitimate interest in doing so. The Company will then share your data with former employers for the purpose of obtaining references.

The Company will not transfer your data to countries outside the European Economic Area.

 **How does the Company protect data?**

The Company takes the security of your data seriously. The Company has internal policies and controls in place to prevent your data being lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.

**Your rights**

As a data subject, you have a number of rights. You can:

* access and obtain a copy of your data on request (known as a “data subject access request”);
* require the Company to change incorrect or incomplete data;
* request erasure of your personal information. This enables you to ask the Company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
* object to the processing of your data where the Company is relying on its legitimate interests as the legal ground for processing; and
* ask the Company to suspend the processing of your personal data for a period of time if data is inaccurate or there is a dispute about its accuracy or the reason for processing it.

[If you would like to exercise any of these rights, or you have any questions about the privacy notice, please contact David Ford, Data Protection Lead, Bath and North East Somerset Carers’ Centre, The Woodlands, Lower Bristol Road, Bath BA2 9ES or email: data@banescarerscentre.org.uk

If you believe that the Company has not complied with your data protection rights, you have the right to make a complaint to the Information Commissioner’s Office.

**JOB DESCRIPTION:**  **Content Designer**

**Hours of work:**  37 hours per week with evening and weekend flexibility.

**Pay:** £26500 per annum + 5% pension

**Location:** Bath Carers’ Centre or home-based, but with requirements to attend activities across Bath & North East Somerset

**Responsible to:**  Deputy Chief Executive

We are looking for a Digital Communications Officer who wants to develop their skills to create great content for our digital channels. The right candidate will help us deliver our vision of a community where carers of today and tomorrow are fully recognised, valued and supported and have what they need to stay well, in control and feel connected.

This role will involve supporting the development of content for new digital tools which meet the needs of a variety of user groups. You will deliver our email marketing and social media content so that we can provide digital users with great supporter journeys, as well as overseeing reporting for digital comms, so that we can continually improve content.

You’ll have experience of writing content for a range of different audiences, so people can find the support they need, or be inspired to donate or volunteer for us. You should ideally be familiar with digital reporting, so you can assess how successful our content is, and have worked with content management systems and metrics tools such as Google Analytics.

**Aim of the post:**

To develop and deliver the Carers’ Centre’s digital communications activity and support traditional marketing activity where appropriate

**The post-holder will:**

**Support Carers’ Centre activity with engaging content**

* Work with staff teams to produce effective and engaging written and visual content, including video, in support of activity across the organisation
* Co-ordinate digital content distribution across all digital channels including web, email & social media
* Work alongside external design agencies to translate digital content to traditional media channels where appropriate (for example 2 current quarterly magazines)
* Support digital content production by other staff members

**Implement new content and functionality for online activity on the web**

* Implement new content, design and functionality as new web and digital tools are developed
* Respond positively and in a timely manner to all requests for content additions, amendments and ahoc requests, working within agreed timescales
* Implement the above either directly or through a third party, including staff and external suppliers
* Work with external agencies on web support and development projects
* Moderate content from and provide advice to Carers’ Centre staff creating their own digital content

**Develop effective reporting and documentation**

* To provide relevant performance metrics, usage reports, analysis and recommendations as directed by the Deputy Chief Executive using a mix of tools including Google Analytics and Microsoft Excel
* Create and maintain documentation relating to the new website to support it’s administration, configuration and usage

**Develop team knowledge and understanding of digital engagement**

* Keep up-to-date with developments in digital content and social media

**General**

* Adhere to the Carers’ Charter
* Encourage carers to provide feedback on the Carers’ Centre services and to become actively involved in shaping future delivery.
* Ensure that you adopt good practice within the [Carers Trust network](https://carers.org/)
* Ensure that you work within the Carers’ Centre policy framework.

**Personal Specification | Content Designer**

|  |  |  |
| --- | --- | --- |
| **Qualifications** | **Essential** | **Desirable** |
| Level 4 Qualification or relevant experience or willingness to gain. | y |  |
| Degree or similar qualifications in digital media, communications, design or copywriting  |  | y |
| Willingness to undertake training and development opportunities as required. | y |  |
| **Experience/knowledge** |  |  |
| Understanding of user experience and accessibility to inform content design and web development  | y |  |
| Demonstrable experience of updating websites using content management systems. | y |  |
| Able to create written content which adheres to Carers’ Centre guidelines | y |  |
| Knowledge and experience of administrating and updating content using a content management system | y |  |
| Demonstrable experience of creating written, visual and video content | y |  |
| **Skills** |  |  |
| An understanding of responsive user-centred content design, digital marketing; user journeys, personas etc | y |  |
| Proven image editing and design skills with some experience using design packages such as Photoshop or Canva | y |  |
| Knowledge and experience of administrating and updating content using a content management system | y |  |
| Able to interpret visual identity guidelines and apply them creatively and consistently across a range of digital channels | y |  |
| Experience using web and/or social media analytics packages, interpreting results, testing and optimising user journeys. |  | y |
| Knowledge of web languages |  | y |
| Knowledge of data protection principles and other legal requirements/guidelines related to website and digital services |  | y |
| **Attributes** |  |  |
| Well-organised and proactive | y |  |
| Able to establish, maintain and influence positive relationships with key staff and volunteers | y |  |
| Team player, able to understand and interpret others’ needs, express own thoughts clearly and concisely, actively contribute, engage and inform other team members | y |  |
| Creative, with solid problem-solving skills and a good eye for detail | y |  |
| Proven ability to manage own projects and workload, including planning, scheduling, prioritising and meeting deadlines for activities running concurrently | y |  |
| Flexible – can respond professionally to changing briefs, deadlines and priorities | y |  |
| **Other requirements** |  |  |
| Willingness to travel and flexibility in the evenings and at weekends as required. | y |  |

**An overview of Bath and North East Somerset Carers’ Centre**

The origins of the Carers’ Centre date back to 1986 and the then Volunteer Bureau, which provided volunteering opportunities in the local area. In 1994 a carers’ support project was started and by 1999 this had become the sole purpose of the organisation, as national and local legislation began to formally recognise family carers.

In 1996, the Care Network was established as a company limited by guarantee. In 2005 the Care Network was accepted as a member of the then Princess Royal Trust for Carers (now Carers Trust).

Since 2010 we have been known as Bath and North East Somerset Carers’ Centre and remain a key network partner of the Carers Trust.

**Area of benefit**We support carers of all ages in and around the area covered by the unitary authority of Bath and North East Somerset (B&NES) which has a population of around 171,000 people with approximately half living in the city of Bath and the rest in the smaller towns of Keynsham, Midsomer Norton, Radstock and the surrounding villages. According to the 2011 census there are over 17,000 adult carers in our area and an estimated 3000 young carers.

 **Governance**The Carers’ Centre is a registered charity and company limited by guarantee governed by a Memorandum and Articles of Association and managed by a Board of Trustees who are also the Directors of the Company.

This Board and its sub groups meet every quarter. In addition there is also a wider membership of interested people whose views and experiences help shape the work of the Carers’ Centre.

**Funding**Around 65% of our funding comes from commissioned services funded by Bath & North East Somerset Council and the local Clinical Commissioning Group which are largely subcontracted by Virgin Care. The remainder of our funding comes from the National Lottery, grant making Trusts, trading and from the public.

**Where we are**
We have a Carers’ Wellbeing Centre in Bath and a small staff office in Paulton. Both buildings have free parking and are on regular bus routes.