

Dear Applicant

**Digital Lead**

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 5th October 2020.** Interviews will take place via Zoom on either/or **Tuesday 13th October or Friday 16th October 2020**

Shortlisted candidates will be notified by telephone or by email. If you have not heard from us by **9th October 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.

**Digital Lead**

**30 hour per week**  
£30,000 pro rata, 2 year fixed term

We are looking for a Digital Lead to drive the delivery of a range of new products to support carers across Bath & North East Somerset.

As part of our small but innovative team, you will actively deliver and monitor new products, taking ownership from ideation through to launch.

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 5th October 2020 (12 Noon)**

**Interview date: Tuesday 13th or Friday 16th October 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) will not be accepted.

**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.
* *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.

**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, 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, Administrative 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](mailto: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:**  **Digital Lead**

**Hours of work:**  30 hours per week with evening and weekend flexibility.

**Pay:** £30000 per annum pro rata + 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 Lead to deliver a range of new products to support carers across Bath & North East Somerset.

Thanks to funding from The National Lottery, we are working to better understand how carers can be supported by their communities through a Digital Transformation Project. This will result in both new digital products and redesigned digital services to support the 20,000 carers across B&NES and influence carer support across the UK.

As part of our small but innovative team, you will actively deliver and monitor new products, taking ownership from ideation through to launch. You will also have great inter-personal skills, working with a wide range of stakeholders including staff, volunteers, carers and wider community partners. You will also work to help embed collaborative digital tools and approaches within the organisation, acting as a mentor for your peers.

**Aim of the post:**

To develop and deliver the digital activity in the Carers’ Centre’s Digital Transformation Project and support the wider team in adopting digital practices.

**The post-holder will work in the following areas:**

**Product & Project Management**

* Feed into the development and direction of the organisation’s digital strategy as appropriate
* Work with the Deputy Chief Executive to develop new products and services in line with the digital strategy
* Develop and manage the Product Roadmap for the “Piloting and Embedding” phase of the Digital Transformation Project
* Oversee user research to inform the development of new products and services including working across all internal teams, existing products and services to inform user requirements
* Champion a culture of prototyping and testing ideas across the organisation and oversee user testing
* Create design & development briefs for agencies and/or contractors as required and work with the Deputy Chief Executive to appoint project partners.
* Manage the relationship with external partners and project manage the iterative development process for new products and services, including delivery of user testing and feedback
* Work with the Content Designer to develop a communications strategy for new tools and services, considering all stakeholders.

**Monitoring, Evaluation and documentation**

* Work with the Deputy Chief Executive to define appropriate performance metrics for new products and services at each stage of development
* Provide agreed performance metrics, usage reports, analysis and recommendations as agreed with the Deputy Chief Executive using a mix of tools including Microsoft Forms; Google Analytics; Microsoft Excel and more
* Oversee the creation and maintenance of project documentation and internal training relating to new products to support their usage

**Develop team knowledge and understanding of digital approaches and tools**

* Work with the Deputy Chief Executive to cascade new ways of working within the organisation. This will include providing case studies, facilitating peer led training and supporting projects in other teams
* Support and manage relationships with internal stakeholders
* Act as a peer mentor for other Managers looking to implement digital ways of working within their teams
* Keep up-to-date with developments in digital approaches and collaborative tools, sharing this learning within the organisation

**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 | Digital Lead**

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| **Qualifications** | **Essential** | **Desirable** |
| Level 4 Qualification **or** minimum 2 years relevant experience in digital projects or project management. | y |  |
| Willingness to undertake training and development opportunities as required. | y |  |
| **Experience/knowledge/skills** |  |  |
| Demonstrable experience developing products or services from concept to market, ideally in the digital sphere | y |  |
| Demonstrable experience using an agile approach within projects | y |  |
| Proven ability to manage projects effectively | y |  |
| Experience using analytics packages, including interpreting results and using data to inform development | y |  |
| Experience working with (preferably commercial) partners to develop a product or service | y |  |
| Proven ability to manage the needs of a range of stakeholders | y |  |
| Excellent communicator | y |  |
| Experience undertaking user research to inform product or service design |  | y |
| Knowledge of data protection principles and other legal requirements/guidelines related to digital services |  | y |
| Experience in a coaching or peer support |  | y |
| Experience in community engagement |  | 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, 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 | y |  |
| Flexible – can respond professionally to changing briefs, deadlines and priorities | 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.