



Application Pack

Digital Content Maker

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You will also need:

5. Personal Application Form (see separate Word doc)
6. Role Specific Competency Questions (see separate Word doc)
7. Equal Opportunities Form (see separate Word doc)

Barnwood Trust

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barnwoodtrust.org

Registered charity number 1162855

Building belonging



Barnwood Trust: Background

Making sure everyone feels at home in Gloucestershire is at the heart of what we do at Barnwood Trust. We work alongside disabled people and people with mental health challenges to make the county a more inclusive and enjoyable place to live.

This involves us in a wide range of activities. We give small grants to encourage community initiatives or help people with day-to-day living. We share knowledge and ideas to help people in Gloucestershire find new ways around familiar problems. We also open doors to new directions and experiences by encouraging people to learn a new skill or re-discover an old passion, or to join or start groups in the community.

All our work is about building belonging. Something wonderful happens when people gain a sense of being part of a community. Togetherness is empowering. Togetherness means people can take control of their lives and then support others in similar situations, through sharing their experiences. Everything we do works towards creating closer communities in Gloucestershire by sparking that sense of belonging.

Importantly, we don't work in isolation. We have long-established relationships with organisations across the county. Through sharing ideas and experience we support them to think about disability, community, housing and opportunities differently.

We view our relationship with disabled people and people with mental health challenges as a partnership. We don't run services. Rather, we offer the know-how for people to develop their own community groups and initiatives. Similarly, while we add funds, ideas and energy, the community provides the focus. Together, we support change in communities, encouraging people's diverse strengths and bringing the county closer together.

Barnwood Trust was set up over 200 years ago to support people with mental health challenges living in Gloucestershire. Today, we help thousands of people every year and we are a financially independent organisation that doesn't rely on fundraising. What really sets us apart today is our focus on building belonging across the county - recognising the contribution everyone makes to

Gloucestershire.

Digital Content Maker



INTRODUCTION AND BACKGROUND

Barnwood Trust is a long-established charitable trust in Gloucestershire. Its vision is that Gloucestershire is a better place for disabled people and people with mental health challenges to make the most of their lives, through acting as a catalyst for lasting change.

By enabling possibilities within communities, sharing ideas and providing grants, we enable people to shape where they live and discover new opportunities.

Our work is focused on four strategic goals:

- Disabled people and people with mental health challenges follow their passions and take up opportunities and no one feels excluded
- Disabled people and people with mental health challenges live in well-designed homes in welcoming sustainable communities
- Disabled people and people with mental health challenges are fully involved in creating welcoming communities, spaces and places
- Disabled people and people with mental health challenges influence people, places and organisations to make positive changes on disability issues and inclusion

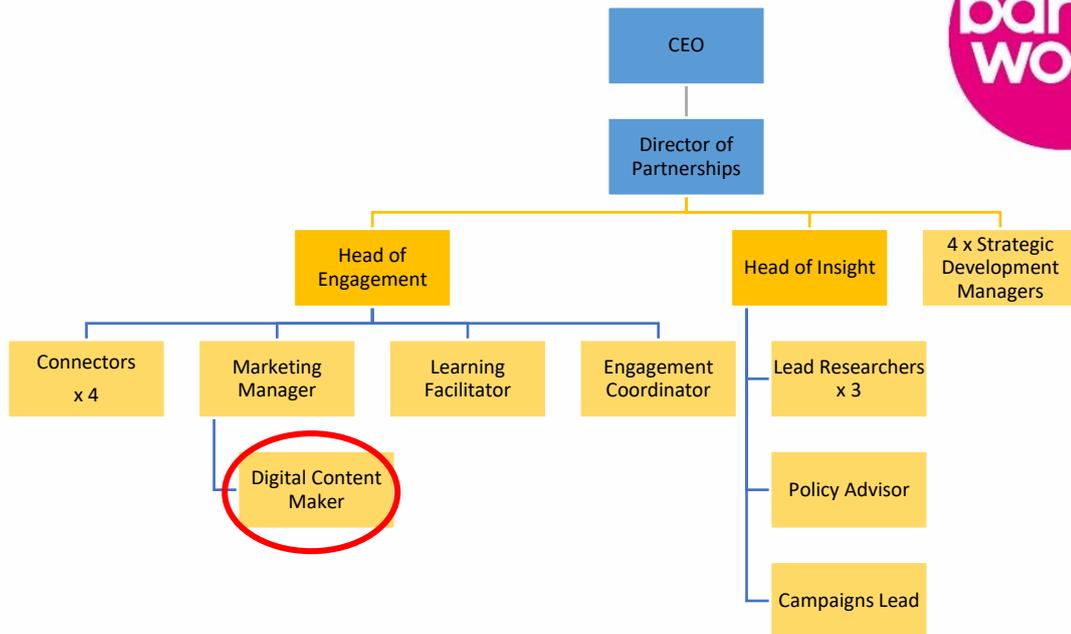
The Digital Content Maker enables the Trust to utilise online platforms to help describe its work, engage in conversation, and inspire people to join in the Trust's vision.

PURPOSE

This role carries specific responsibility for creating digital content in order to support the elevation of Barnwood Trust's profile via its own websites and social media platforms.

POSITION IN ORGANISATION

The Digital Content Maker reports to the Marketing Manager, is a part of the Engagement Team and the Partnerships Directorate.



The Digital Content Maker will work closely with the Engagement Team, the Insight Team, and across the organisation, as well as with a wide range of disabled people and people with mental health challenges to create digital content.

OUTLINE OF FUNCTION

- To work closely with the Marketing Manager to enable Barnwood Trust to engage with external audiences effectively and creatively.
- To actively contribute to the Marketing, Campaigns and Engagement planning and strategy for Barnwood Trust; in conjunction with the Engagement Team.
- To work closely with the Marketing Manager to enable Barnwood Trust to engage with a wide range of external audiences, including Barnwood Trust's engagement scheme for disabled people and people with mental health challenges, as well as potential partners and participants in our Learning Programme.
- To work alongside internal teams to pro-actively identify opportunities, and design printed and digital products and new creative media content; audio and digital copy, photography and film to market the Trust's offer to external audiences, in line with the Trust's vision.



- To create marketing products which engage a wide range of disabled people and people with mental health challenges ensuring accessibility for all.

Contribution to the Trust's overall programmes of work

- Work with disabled people and people with mental health challenges to develop thinking and projects within specific areas of work and more broadly for the wider Trust.
- Contribute to activities organised to support the development of Barnwood Trust and its Teams.
- Contribute to events and activities organised to promote the work of the Trust.
- Participate in and, where relevant, contribute to the Trust's internal and external Learning Programme, and to activities designed to evaluate the work of the Trust.

General

- Uphold, safeguard and promote the Trust's values, principles and policies through personal conduct, approach to all tasks undertaken and conduct of relationships with everyone engaged with, inside and outside the Trust
- Participate in routine tasks required to maintain a high-quality environment for everyone using Barnwood Trust's premises.
- Take responsibility for working in accordance with the Trust's policies, with special regard to the safeguarding policies, taking reasonable care for your own health and safety, and that of other people, and to comply with all health and safety legislation.
- Ensure the Chief Executive is kept informed of all important matters related to the work of the Trust across the county.
- Maintain confidentiality at all times and ensure compliance with the Trust's Information Governance Policy and suite of policies.



Person Specification: Digital Content Maker

Commitment to disabled people and people with mental health challenges.

- Passionate about making a positive difference to the lives of disabled people and people with mental health challenges.

Education and training

- This role may suit someone with an education or qualification in Design, Video Production, Media Studies or similar alternative, although this is not essential.

Knowledge and Experience

- Able to demonstrate storytelling through digital media such as photo / image editing, photography, video or copywriting.
- Varied experience of building and engaging audiences on digital platforms.
- Experience of graphic design and photography is essential.
- Previous film making and editing experience is preferred.
- Experience working with sensitive material.
- Experience of working within a communications or marketing team.

Skills

- Strong IT skills (demonstrable proficiency in using MS Outlook, Word, Excel and PowerPoint)
- Proficient in Adobe Suite –InDesign, Photoshop and Illustrator are essential, Premiere Pro (or equivalent) is desirable
- Good knowledge of emerging trends within the digital marketing field
- Excellent project coordination and organisational skills
- Ability to establish and maintain excellent working relationships with a wide range of people
- Strong written and verbal communications skills that engage a wide range of audiences and which champion accessible communication.



Work ethic and approach

- A positive attitude and an ability to generate goodwill and build relationships with collaborators and colleagues.
- Ability to manage parallel tasks, prioritise work, cope with the unpredictable and manage time effectively to meet internal and external deadlines.
- Displays the utmost integrity and an ability to hold and respect confidential and sensitive information.
- Dependable and resilient.
- Commitment to working as part of a team.
- Self-motivated, resourceful and proactive in taking initiative.
- Concern for, and commitment to, delivering high quality work.

TERMS AND CONDITIONS

- Permanent full time role, 37.5 hours a week. Usual working hours to be worked Monday to Friday, there may be some evening and weekend working, as required.
- Salary - £27,269
- This position would normally be based in Overton House, Cheltenham but until Government guidance changes, will work from home.

GUIDANCE ON APPLICATIONS

We would like to do something a little different here!

We would like you to answer 2 role specific competency based questions and provide us with 3-5 pieces of artwork or marketing materials you have produced; your answers and artwork/marketing materials will be used by the hiring manager to shortlist applicants for interview – see separate Word document.



In addition to this, please complete the basic application form and equal opportunities form (see separate docs) – Your application form will not be shared with the hiring manager until after shortlisting and will be held by the recruitment team. Your equal opportunities form is separated from your application at source.

Answers to the competency based questions, artwork/marketing materials and the two forms should be sent together to:

recruitment@barnwoodtrust.org. Should you have any questions or require a hard copy please email the recruitment team directly as well.

The deadline to send in applications is 5pm Tuesday 22nd June 2021.

Applications must be sent via email to: recruitment@barnwoodtrust.org.

First interviews will take place w/c 5th July and second stage interviews w/c 19th July 2021.

Barnwood Trust welcomes and encourages applications from people with disabilities. As a committed equal opportunities employer the Trust guarantees an interview to any disabled applicants who meet the minimum criteria for this role.

If you would like any of this information in a more accessible format, please let us know and we'll arrange this with you.

Barnwood Trust is committed to safeguarding and promoting the welfare of disabled people and people with mental health challenges and expects all employees to share this commitment. Therefore, all offers of employment are subject to a number of checks including DBS.