

January 2022

Dear Applicant

Thank you for your interest in the role of Digital Communications Co-ordinator at The Bell Foundation. This is a key role analysing, identifying opportunities, making recommendations and implementing communication activities across the charity's range of digital channels in order to support the Foundation's programmes to grow in size, influence and impact.

The Foundation was established in 2012. Over the last ten years the Foundation has grown and developed and is now recognised as an expert in English as a second or additional language. Our vision is to create opportunities, change lives, and overcome exclusion through language education. We are delivering this vision through three different strategic programmes, targeting three beneficiary groups, children with English as an Additional Language (EAL), people with convictions and victims with language and literacy needs in the UK, and young adults with ESOL (English for Speakers of Other Languages) needs. Our work reaches those who work with these groups such as teachers, school leaders, charity workers and prison staff as well as thought leaders.

This is an exciting opportunity for someone who is motivated by our charitable vision, mission, values and programmes, and has the excellent digital skills and experience required to maximise the reach of, and engagement with, the Foundation's work. The role includes the effective collection and reporting of evaluation data in order to identify opportunities, make recommendations and implement the solutions. As a result of this activity more beneficiaries who speak English as a second or additional language will be given the support they need to overcome the language barriers they face.

The Bell Foundation believes in diversity, valuing difference and tolerance. We welcome applications from all backgrounds regardless of first language, sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.

I hope this pack gives a flavour of our work and the role and I look forward to hearing from you.

Yours sincerely

Julia Shervington

Julia Shervington
Communications Manager

About The Bell Foundation

Our Vision

Creating opportunity, changing lives and overcoming disadvantage through language education.

Our Mission

To achieve our vision, we work with partners on innovation, research, training and practical interventions. By generating and applying evidence, we aim to change practice, policy and systems for children, adults and communities in the UK disadvantaged through language.

Values

- We are independent and impartial with no political affiliations
- We are authoritative and rigorous in our approach and present clear and balanced evidence
- We work in partnership with others
- We champion practical solutions to problems, and
- We believe in diversity, valuing difference and tolerance

About our Programmes

The Bell Foundation has established three programmes to support its overarching aims. Details on the EAL Programme, the Criminal Justice Programme and the ESOL Programme are outlined below with more information available on the Foundation's website.

EAL Programme:

Aims to improve the educational outcomes of children and young people with English as an Additional Language in the UK to benefit the individual child, families, communities and society as a whole.

Programme objectives:

- Develop and evaluate models of good practice.
- Build capacity and innovate.
- Ensure that policy is more reflective of EAL needs and engage in thought leadership.

Find out more about the [EAL Programme](#).

Criminal Justice Programme:

Aims to break down the language and cultural barriers to accessing and achieving justice and rehabilitation for individuals in contact with the English and Welsh criminal justice system for whom English is a second or additional language.

Programme objectives:

- Build an evidence base.
- Engage in system change and thought leadership.
- Create capacity within the criminal justice sector.
- Support organisations working with victims.

Find out more about the [Criminal Justice Programme](#).

ESOL Programme

Aims to find out what young people and migrants need from ESOL learning to ensure they are able to go into meaningful employment, and to identify and share good practice in ESOL provision for all learners.

Programme objectives:

- Build an evidence base.
- Engage in system change and thought leadership.
- Agree new practical partnerships at local and regional level.

Find out more about the [ESOL Programme](#).

Key documents

[Annual Report](#)

[Impact Report](#)

Visit the [website](#).

About the role

This is an exciting time to join The Bell Foundation as it grows and develops. The Digital Communications Co-ordinator will be joining a dynamic and growing team which will be pivotal in supporting the programme teams to maximise audience reach. Through creating opportunities, changing lives and empowering our beneficiaries to overcome exclusion through language education more children, young people and adults who speak English as a second or additional language will be able to access education/training, employment and justice.

The Communications team includes the Communications Manager, new Communications Officer role, Digital Communications Co-ordinator and Office and Data Administrator. The Communications Team works across all areas of the Foundation.

Please read the Job Description and Person Specification below for more information on the role.

JOB DESCRIPTION

The Bell Foundation believes in diversity, valuing difference and tolerance. We welcome applications from all backgrounds regardless of first language, sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.

Job Title	Digital Communications Co-ordinator
Department	The Bell Foundation
Reports to	Communications Manager
Salary	£26,609 - £31,304
Location	Flexible
Role Purpose	This is a key role analysing, identifying opportunities, making recommendations and implementing communication activities across the charity's range of digital channels in order to support the Foundation's programmes to grow in size, influence and impact.
Main Responsibilities	<p>Digital</p> <ul style="list-style-type: none"> • Lead on digital marketing activities for all of the Foundation's assets. • Create and maintain high-quality, relevant and timely communications for digital channels including email campaigns, and identify opportunities in digital outreach, keeping up to date with the latest digital developments. • Contribute to the successful implementation of the organisation's Communications and Digital Strategy. • Run reports on the Foundation's digital platforms and campaigns for reporting purposes, interpret results, and make and implement recommendations for future improvement. <p>Website</p> <ul style="list-style-type: none"> • Review current content on a monthly basis. Draft updates and/or create new, engaging search engine optimised and accessible content, and update the website as a result. • Identify opportunities to improve website visitors' experiences, test web developments and communicate with contractors. • Respond to user technical questions e.g. when registering on the website. • Identify opportunities, make recommendations and action plans to drive our audiences to, and build engagement with, our website and digital offers. <p>Social Media</p> <ul style="list-style-type: none"> • Identify influencers on social media in order to drive engagement within our key sectors. • Identify trends, advise on new opportunities and techniques, implement changes and help to build and grow presence as required. • Capture positive commentary and potential case studies. • Draft posts for the Foundation's platforms and schedule posts to ensure engagement with them is maximised. • Create relevant branded images to accompany all social posts. <p>Marketing & Events</p> <ul style="list-style-type: none"> • Liaise with colleagues about training courses, webinars and events, ensure they are loaded to the website and lead on the promotion of them.

	<ul style="list-style-type: none"> Analyse campaign outcomes and implement recommendations for future marketing activities. <p>Brand</p> <ul style="list-style-type: none"> Provide quality control and house style support - proof read and edit content e.g. blogs, website updates and best practice articles. Photography/illustrations/videos – identify and acquire, take or create, and record suitable images, keep accurate records of their permissions to use and where they have been placed, and review and refresh as necessary. Be a brand guardian - ensure all Foundation external communications, images and references to the Foundation by partners are in line with the house style, brand guidelines and key messaging. <p>Data Protection</p> <ul style="list-style-type: none"> Comply with the Foundation’s systems to ensure compliance with all current charity, data protection, including the GDPR, equalities, safeguarding and other laws and regulations in relation to all aspects of the charity’s activities and specifically in relation to digital activities. Keep up to date with relevant legislation, such as copyright laws and data protection, and on best practice within the charity sector in relation to changes to communications legislation and codes of practice. <p>Other Duties</p> <ul style="list-style-type: none"> Ensure diversity, equity and inclusion is embedded in all Communications work. Monitor and record press coverage and general citations of Foundation research, news stories and assets. Manage multiple communications projects – diarise deadlines, liaise with colleagues and external agencies, and ensure projects are completed in a timely manner. Provide technical and general support to the Communications Manager, Communications Officer and internal team members as required. Provide out of hours cover for media and social media as required.
General	<ul style="list-style-type: none"> Maintain full manual and electronic records and audit trails. Adhere to all statutory regulations and to The Bell Foundation policies and procedures. Protect at all times the confidentiality of information handled within the remit of the post. Promote and safeguard the welfare of children and young persons you are responsible for and come into contact with. A DBS check will be requested in the event of a successful application. Work irregular hours, including occasional overnight stays and travel within the UK as required. Undertake other duties commensurate with the post, which the Foundation deems appropriate.
Compiled by	Julia Shervington
Date	January 2022

This job description is not to be regarded as exclusive or exhaustive and does not form part of your contract terms. It is an outline of the post holder’s areas of activity and responsibility and, like all such documents, will be amended from time to time, in the light of the changing needs of The Bell Foundation.

PERSON SPECIFICATION

Job Title	Digital Communications Co-ordinator
Department	The Bell Foundation
	ESSENTIAL
Experience	<ul style="list-style-type: none"> • Experience of working in a comparable role with a proven track record of successful communications across a wide range of disciplines and platforms with particular emphasis on planning, executing and analysing the impact of digital content and activities. • Experience of developing and maintaining effective digital systems including Content and Customer Management Systems (CRM and CMS), email marketing, webinar and online platforms (Twitter, Facebook, LinkedIn, Eventbrite, Mailchimp, Survey Monkey, Google Analytics). • Experience of using Adobe InDesign (or similar) to create and manipulate images an advantage. • Experience of working with MS Office, including Outlook, Word, Excel and PowerPoint. • Experience of day-to-day relationship management with external partners. • A commitment to the Foundation's vision, mission and values.
Personal Skills/Qualities	<ul style="list-style-type: none"> • Excellent written communication skills, including writing content for different media (website, consent emails, social posts). Ability to absorb and convey complex issues succinctly, in an accessible format, and tailored to different internal and external audiences. • Excellent verbal communication skills in order to present compelling and persuasive cases to, and achieve buy-in from, internal team members and the senior management team. • High standard of accuracy and attention to detail. • Able to multitask and to work at pace to meet tight deadlines. • Time management, organisation and project management skills are essential, as well as the ability to plan ahead. • Strong interpersonal skills, confidence and the ability to work, communicate and listen effectively at all levels internally and externally with partners and senior stakeholders. • Proactive, solution-focussed, innovative, and self-motivated individual with a can-do attitude, able to think laterally and creatively about opportunities, projects and design. • A team player, able to work both on own initiative and as part of a team. • Excellent digital skills and knowledge of current and future trends in digital and technological solutions. • Excellent numerical skills with the ability to understand and present Communications Key Performance Indicator data. • Knowledge of GDPR regulations, as well as integrity and discretion over confidential information.
Special Requirements	<ul style="list-style-type: none"> • Occasional out of hours working may be required including occasional overnight stays and travel within the UK and providing media and social media cover. • The location is flexible, however as a minimum there will be a requirement to attend the Cambridge office for induction, and team meetings.

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The Bell Foundation offers the following benefits:

- 25 days' annual leave per year plus 8 public holidays.
- Pension Scheme: 5% employee/employer matching contributions. Employees can also choose to make their pension contributions via salary sacrifice.
- Options to Buy /Sell Annual Leave.
- BUPA Dental Plan.
- Free Eye Tests.
- Life Assurance Scheme.
- Tech Scheme.
- Cycle to Work Scheme.
- Health Assured Employee Assistance Plan.
- Free car parking on-site (Cambridge).
- Subsidised canteen on-site (Cambridge).