



Digital Officer

Candidate Briefing Pack



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Registered charity number 288018 TCT_1821 09/24



Dear Candidate

Thank you for your interest in becoming a Digital Officer at The Children's Trust.

The Children's Trust is the UK's leading charity for children with brain injury. We are unique, with an international reputation for the work we undertake to improve the lives of the children and families with whom we work.

We provide information and support to thousands of children with brain injury and their families annually, through education, care, therapy, and research. We provide expertise and experience in meeting the needs of children and young people with acquired brain injury, neuro-disabilities, and complex health needs.

Digital is central to how we support families, our channels often provide the first point of contact for information about brain injury and help available. We aim to create digital experiences that are accurate, accessible and helpful, ensuring families feel informed and supported. Our digital channels play a vital role in helping people engage with and support our work. People can donate, take part in events and connect with our community. The quality of these journeys directly influences how effectively we build supporter relationships.

Through our digital channels, we share the lived experiences of children and families, amplifying their voices to raise awareness of brain injury and demonstrate the life-changing impact of the right support.

This role will help deliver an insight-led digital experience that supports families and inspires people to engage with our mission, making a meaningful difference to the lives of thousands of children and families.

Kind regards



Chris Rolles

Head of Marketing and Communications



The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy and care needs
- Online information and support via our Bumps Happen hub and publications.

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with ABI the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and education authorities, together with the millions raised through voluntary fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24 acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail and soft play areas.

We run a non-maintained special school for children with complex education, health, therapy and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 500 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, retail, operations and centralised support functions such as finance, HR, fundraising and communications.





Description

Job Title	Digital Officer
Reports to	Digital Manager
Level	Officer
Probationary Period	Five months - this is a regulatory requirement for all new employees of The Children's Trust.
Location	Tadworth, Surrey
Salary	£32,375 per annum
Hours of Work	37.5hrs per week The role requires flexibility in terms of hours of work, including the ability to occasionally work outside of standard office hours.
Working Pattern	Monday to Friday - Support Staff core hours are between 08:00 – 18:00
Hybrid Working	Available for this role, 60 – 40 split with 60% being office based on site. This is a non-contractual informal arrangement; the role holder must be flexible and may be asked to change days to come into the office. Anything outside of this is considered flexible working e.g. fixed day working from home.
DBS	Enhanced with Child Barred List
Benefits	Retention of NHS Pension is possible however as a charity organisation independent of the NHS, we do not follow Agenda for Change terms and conditions. Consequently, we are unable to take into account NHS incremental dates or continuous service for salary, annual leave, or related entitlements such as absence pay at the point of recruitment. We do offer a range of staff benefits, please see the staff benefits pack for more details.

Job Purpose

The role of Digital Officer plays a key role in supporting the delivery and continuous improvement of The Children's Trust's digital communications. Working closely with the Digital Manager and wider Marketing and Communications team, the postholder will help ensure our website, email marketing and other digital activity are engaging, accessible, user-focused and aligned with organisational priorities and brand guidelines.



The role will support the day-to-day management of the charity's websites, maintaining high-quality, up-to-date content with a strong user experience, alongside contributing to integrated marketing and communications activity through digital channels, including email and paid digital support. Using analytics and insight, the Digital Officer will help monitor performance, identify opportunities for optimisation and support data-driven decision making to enhance reach, engagement and user journeys.

This role requires a highly organised and detail-oriented individual with a strong understanding of digital best practice, who can work collaboratively across teams and manage multiple priorities effectively while contributing to the ongoing development of The Children's Trust's digital presence.

Duties and Responsibilities

Website management

- Support the day-to-day running of the charity's websites, managing updates from across the organisation and ensuring continuous improvement and development of content, layout and structure.
- Support the Digital Manager to work with teams across the charity to ensure all website content is fresh, up-to-date and in line with our key messages, style and tone of voice.
- Support Digital Manager with ensuring websites are compliant, secure, accessible, user-friendly and aligned to brand, communications and organisational objectives.
- Produce content that complies with Web Content Accessibility Guidelines (WCAG 2.1 – Level AA) and help promote web accessibility throughout the Organisation.
- Build and maintain online forms, e.g. donations, event entries and data capture.

Website optimisation and maintenance

- Support with the application of SEO best practice and website optimisation to improve visibility, usability and engagement.
- Optimising and regularly updating our website's key landing pages and donation forms to ensure a frictionless user experience.
- Manage effective processes and guidelines for website hygiene and broken link management and support the ongoing maintenance of our website to ensure any errors, faults or updates are identified, corrected or actioned in a timely fashion.
- Support with trouble shooting website issues and bug fixes, where necessary using your knowledge of html to understand issues, seeing them through to testing and final resolution.

Commented [MM1]: Should this be plural?

Commented [CR2R1]: Yes it includes the school websites



- Support with Cookie compliance: scanning cookies, creating or updating cookie banners and cookie banner bug fixing.
- Support Digital Manager with PCI compliance.
- Maintain submission and ticketing processes with our external web agencies. Ensure all changes and fixes to the website are actioned in a timely manner.

Campaigns and email marketing

- Assist the Digital Manager and Senior Marketing Manager with paid digital activity on small scale campaigns, covering areas such as paid social and Google ads or search campaigns and boosted posts.
- Contribute to marketing and communications plans for campaigns and projects.
- Support with review and delivery of email communications produced across the organisation to ensure they meet brand and best practice guidelines.
- Support with the creation and management of email communications using DotDigital.
- Optimise performance through A/B testing, segmentation and analytics.
- Collaborate with the Digital Manager to support and ensure effective targeting, segmentation and retargeting in our email marketing and paid campaigns.
- Support Digital Manager with the day-to-day running and long-term development of our Google Grants account and campaigns.
- Identify opportunities to improve reach, engagement and supporter retention.

Analytics, reporting and recommendations

- Support and contribute to monthly, annual, campaign and ad hoc analysis and evaluation of digital performance to provide data-driven insights and recommendations.
- Use analytics, monitoring/tracking tools such as GA4, Looker/Data Studio and Google Tag Manager, and testing strategies to understand more about our how the website and emails are being used to create an improved user experience and help increase engagement.
- Support with accurate digital tracking, such as UTMs.
- Work with the Data Manager to ensure data used for email marketing is accurate and compliant with GDPR.
- Monitor trends, emerging platforms and best practice in digital communication.

Wellbeing and Emotional Resilience

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.



- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and others.

Professionalism

- Takes action and raises concerns.
- Adhere to the policies and procedures of The Children's Trust.
- Maintain professional boundaries and professionalism at all times.
- Committed to demonstrating the organisations values and behaviours at all times.

Health and Safety

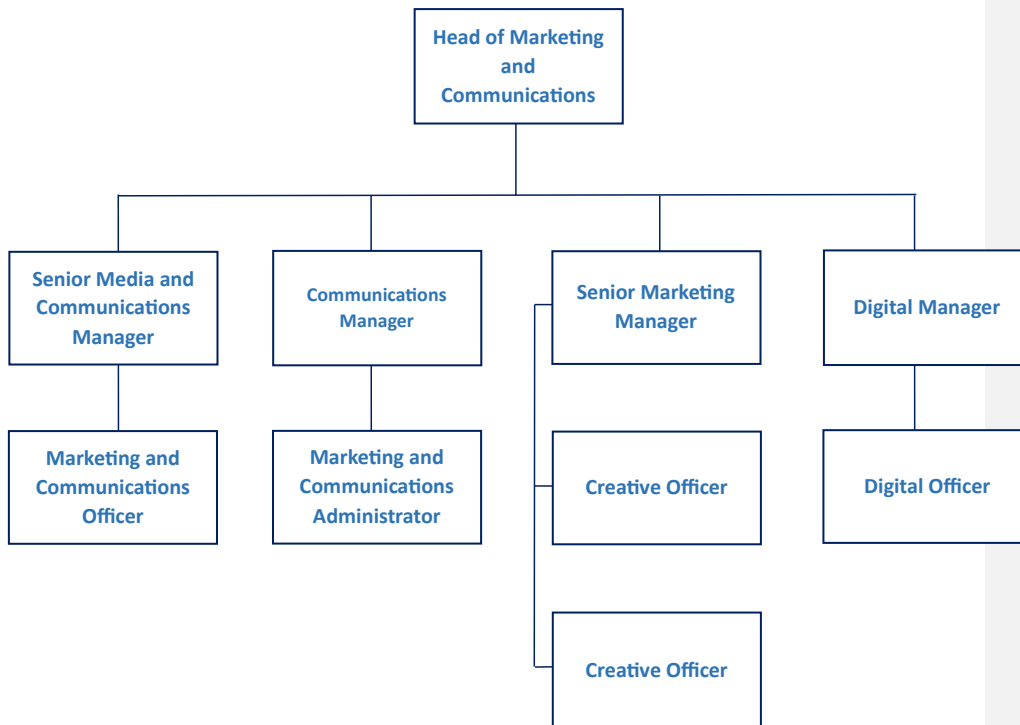
- Adheres to all Health and Safety guidelines, principles, and regulations to perform your role and comply with The Children's Trust policies and procedures.
- Provide evidence of all vaccinations (or medical exemption) required for the post.
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

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Organisation and Structure





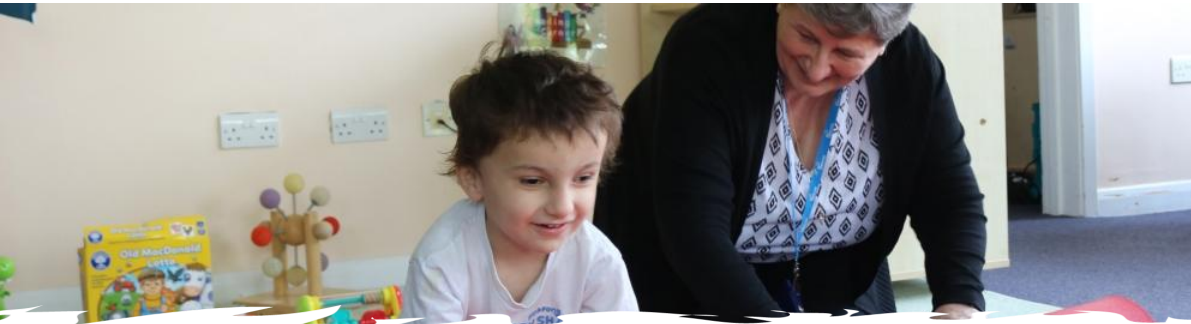
Person Specification

Selection Criteria:		Essential / Desirable
Education & Qualifications	<ul style="list-style-type: none"> Educated to A-level equivalent or above. 	Desirable
Experience	<ul style="list-style-type: none"> Experience working in a similar digital role Experience of working on websites e.g. writing and editing copy, uploading content, designing user journeys Experience of email marketing Experience of monitoring, evaluation and reporting on digital marketing Experience of working for a charity Experience of using email marketing tools, for example DotDigital Experience of using data for effective performance tracking of campaigns Experience supporting fundraising, advocacy or awareness campaigns through digital marketing Experience of supporting virtual events or willingness to learn 	Essential Essential Essential Essential Desirable Essential Essential Desirable Desirable
Skills & Abilities	<ul style="list-style-type: none"> Excellent written and verbal communication skills, with strong attention to detail Ability to work to tight deadlines to a high standard, keeping on top of multiple projects and prioritising effectively Strong interpersonal skills with the ability to collaborate well with others 	Essential Essential Essential

Commented [LB3]: @Chris Rolles I would expect them to have communications experience but not necessarily from a fundraising background - so I would change this to say supporting fundraising communications or Fundraising campaigns



Knowledge	<ul style="list-style-type: none"> • MS Office suite • Working knowledge of a CMS tool e.g., Drupal • Database experience • Understanding of Google Analytics 4 with the ability to produce standard reporting on key digital metrics • Understanding of accessibility best practices for digital • Knowledge of compliance, legal and regulatory requirements relating to case studies and consent, e.g. GDPR • Understanding of Google tag manager and Google Ads Manager • Knowledge of digital communication best practices, standards and content design guidelines • Working knowledge of SEO optimisation 	Essential Essential Desirable Essential Desirable Desirable Desirable Essential Essential
Personal Qualities	<ul style="list-style-type: none"> • Commitment to the vision and values of The Children’s Trust • Flexible and ‘can do’ attitude to competing commitments in workload • Highly motivated and reliable • Ability to cope working in a demanding environment 	Essential Essential Essential Essential



Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and young people. To achieve our commitment, we will ensure continuous development and improvement of robust safeguarding processes and procedures that promote a culture of safeguarding amongst our workforce.

The Children's Trust has policies on safer recruitment, the recruitment of ex-offenders and criminal record checks. Please refer to the People Team for further information. It is an offence to apply for a role in regulated activity with children and young people if the applicant is barred from engaging in regulated activity relevant to children and vulnerable adults.

Equity, diversity & Inclusion

The Children's Trust is committed to achieving equity, diversity and inclusion (EDI) across all levels of the organisation. For further information, see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-inclusion>

To help us achieve our ambition to give children and young people with brain injury and neurodisability the opportunity to live the best life possible, we want to accurately reflect the UK's diverse population. We want equity, diversity and inclusion to be at the heart of everything we do, and our people, services and culture to reflect the diverse needs of all. Through our diversity and inclusion strategy, we have made a commitment to increase the diversity of our charity and create an inclusive culture. We have networks across the organisation working to ensure that these aims

are met - including an LGBTQIA2S+ group, Ethnic Diversity Group, and Spark – our broad EDI group. [Read more about our EDI work](#)

We welcome applications from all who share our ambition regardless of background. We will strive to ensure that any reasonable adjustments are made in respect of interview and working arrangements.

Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

