



Bank Workers Charity

Supporting the health and wellbeing of the banking community

Digital Producer

Applicant Information Pack

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Introduction

Thank you for your interest in joining us at the Bank Workers Charity.

We're committed to transforming the wellbeing of the banking community - current and former bank workers, retirees and their families. We do this through financial support, advice and information through our staff and partners, and by working closely with the banks to promote the wellbeing of their staff.

This year we're 141 years old, and we're needed now more than ever. In 2022 we launched our new strategy to reflect the changing needs of the banking community. Our new strategy is one of growth and development whilst putting our commitment to equality, diversity and inclusion and those we support at the heart of what we do.

We continue to invest to grow the range and reach of our services, and over the last year we supported more clients than ever before. As well as our own dedicated team, we work with a number of specialist partners who make it possible for us to deliver both preventative and transformational support, to those who really need it.

Our Database and Insights Manager plays a pivotal role in the charity by managing and developing our Salesforce CRM that forms the backbone of the systems and processes we use to provide our clients with the help they need. The successful candidate will also be a champion of evidence-based decision making and use data analysis and visualisation to deliver actionable insights across the organisation.

Our success can only be achieved through the talent of the people who work in our team. We want to lead by example in supporting the wellbeing of our staff and have a generous package of support for staff and put wellbeing and resilience at the heart of how we support our team.

We believe that through focus, innovation and working with the UK's banks and key partners, we can transform the lives of the people we support. We are focused on making our vision of being a leading charity, providing high impact solutions that genuinely meet the needs of all of the banking community, a reality. We need great people to work with us to help us do this.

Jonathan Saverimuttu

Chief Executive Officer

Key strategic priorities 2022 – 2025

Building the wellbeing of the banking community

Deepening our connection with the banking community

Equality, diversity and inclusion in everything we do

Strengthening our organisation

Building our financial sustainability

Building the wellbeing of the banking community

We will work alongside the community to coproduce our services, and will develop a culture of continuous improvement, optimisation and innovation to ensure we stay relevant and create the best value possible for our resources.

We will see year-on-year growth in the number of clients we support, increasing the difference we make to the lives of the banking community.

Deepening our connection with the banking community

We will increase our direct engagement with the banking community, using communication and content that respond to their needs, feel relevant to their lives and enhance their wellbeing.

We will use thought leadership to enhance our reputation, build trust and confidence, and improve the wellbeing of banks

Equality, diversity and inclusion in everything we do

We will ensure that equality, diversity and inclusion is a common thread that runs through all our work – that we're a welcoming, inclusive workplace for all; that the diversity of our community is represented at every level of our organisation and is able to fully participate in our work; that our services reach our full community and respond to the diversity of needs within it, and that we visibly represent and celebrate the diversity of our community in our work.

Strengthening our organisation

We will ensure that our organisational governance reflects best practice in our sector, and that we have the operating model our organisation and our clients need for the future. We will develop our organisational approach to ESG (Environment, Social and Governance).

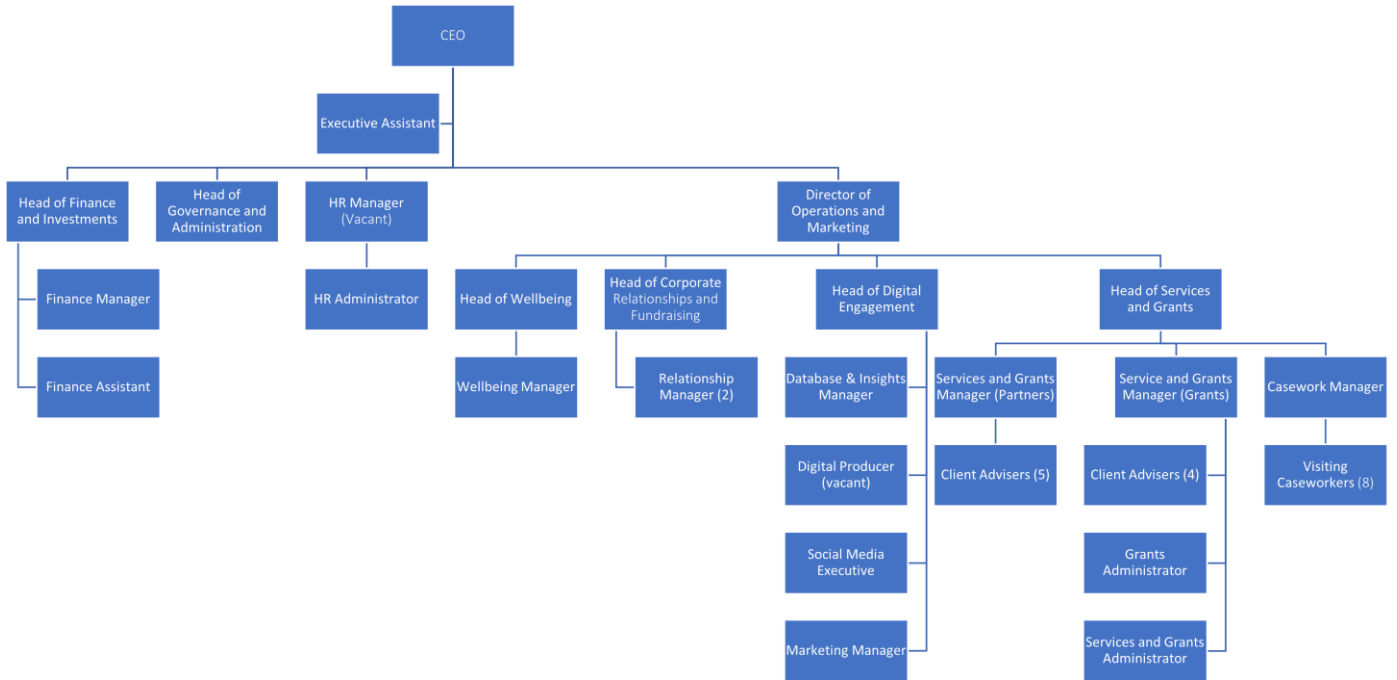
We will strive to be a leader in staff wellbeing, demonstrating our expertise through our actions, and will develop an organisational culture in which everyone is empowered to fully contribute our success.

Building our financial sustainability

We will develop and implement a socially responsible investment policy that maximises returns whilst taking a balanced approach to risk and leveraging our assets to further our charitable purpose.

We will diversify our income to reduce dependence on investments and consider value for money in all of our decisions.

Organisational structure



Our values and behaviours

Bank Workers Charity's organisational values are **Integrity, Caring, Respect, Fairness and Achievement**.

Living these values applies to all employees and we value the services and relationships of those who share similar values, such as suppliers and partners. The values will be referenced in particular when recruiting new staff and in staff performance reviews. Detailed below is a set of behaviours which link with and reflect our values.

Our values and what they mean				
INTEGRITY	CARING	RESPECT	ACHIEVEMENT	FAIRNESS
Our clients sit at the heart of everything we do.	We care about our colleagues and making a difference in the lives of the people we help.	We respect the people we work with, and the people we work for.	We take pride in what we do and work to get the best outcomes.	We treat people fairly and as individuals.
How we show our values				
We are professional, accountable and follow through on our commitments.	We make the effort to understand our clients' needs.	We empower our clients to make choices in order that they can improve their situation.	We are focused on quality and pay attention to getting things right.	We give each other timely and constructive feedback.
We put the shared interests of the Charity ahead of those of any individual or team.	We do our utmost to help our clients get where they need to be.	We treat people with dignity and respect.	We are innovative and creative; we push to find better ways of doing things.	We work to make everyone feel safe and encouraged to participate.
We are honest and ethical and build trust with our clients, partners and colleagues.	We build strong trusting relationships with the people we work with.	We don't just talk, we work hard to listen, understand and to be understood.	We proactively and willingly collaborate to share ideas and get the best results.	We embrace diversity and seek to be inclusive.
We are proud of our Charity and protect its good reputation.	We care about the wellbeing of ourselves and others, and speak up when things aren't right.	We communicate with clients, partners and colleagues in a clear and transparent way.	We are not afraid to try new things and to learn from our mistakes.	We aim to ensure everyone gets what they need - whether they're clients, partners or colleagues.
We support our colleagues to have the courage to speak out against inappropriate behaviour.	We work well with our colleagues as one team.	We challenge others respectfully and are prepared to be challenged.	We strive to exceed expectations of clients, partners and colleagues.	We say what we mean and we do what we say.
We collaborate and communicate openly and honestly.	We recognise the need for development of individuals and teams so that we can deliver great work.	We respect the beliefs and values of others, even if we don't share them.	We are custodians of the Charity and ensure the legacy of BWC is safe.	We seek to attract and retain the best colleagues.
We are determined to do the right thing and are committed to deliver the right outcomes.	We care about the quality and timeliness of the work we deliver.	We respect the environment we work in and do our utmost to make it a great place to be.	We are self-motivated, flexible, adaptable and embrace change.	We give credit where it's due and reward our colleagues fairly.

Job description

DIGITAL PRODUCER

Responsible to: Head of Digital Engagement

Responsible for: No direct reports

Location: London based with hybrid working (minimum two days a week office based)

Contract type: permanent, full-time

Starting salary: £35,088 per annum

Key purpose

The Digital Producer will collaborate with cross-functional teams to ensure the successful execution of digital initiatives that align with our organisational goals. You will plan and deliver digital projects, manage the charity's website, seek to introduce improvements across our portfolio of digital platforms, and champion the user experience of our digital products and services.

The ideal candidate should have a passion for technology, a deep understanding of digital media, and a proven track record in managing digital projects from inception to completion.

Principal accountabilities

Project management

- Coordinate digital projects from concept to delivery, ensuring they are completed on time and within budget
- With the Head of Digital Engagement develop project plans, timelines, and budgets to guide the production process
- Facilitate effective communication between project stakeholders, providing regular updates and status reports
- Maintain project documentation, including project plans, schedules, and project-related assets and provide regular status reports to project stakeholders and management

Website management

- Oversee the day-to-day management of the Bank Workers Charity website, including content updates, bug fixes, and performance optimisation
- Ensure the website's design, functionality, and content align with our brand and marketing objectives
- Implement search engine optimisation (SEO) and conversion rate optimisation (CRO) best practices to improve the website's search engine rankings and overall visibility

- Maintain the website content calendar of regular updates and new features
- Work with the Head of Digital Engagement and external agencies to implement, monitor and evaluate the performance of the website and broader marketing efforts using Google Analytics, HubSpot analytics and other digital tools

Open webinar programme management

- Work with marketing and wellbeing/engagement teams to develop webinar schedule (based on trends, previous success, gaps in topic coverage for example)
- Ensure presentations follow brand guidelines and tone of voice
- Set up webinars across multiple platforms (e.g. zoom pages, HubSpot forms, website pages)
- Post-production of recorded webinars including video editing and subtitle procurement
- Optimise live and on-demand webinar page copy and structure
- Analyse and report on webinar data to develop insights for programme improvement
- Community management of and customer service for webinar attendees

Audiences and innovation

- Stay up to date with industry trends, best practices, and emerging technologies
- Work with colleagues across marketing and digital to develop and optimise audience and client surveys
- Work with Head of Digital Engagement and external agencies to incorporate user research and co-production into projects
- Other duties as assigned

Person specification

	Essential requirement	Desirable requirement	Method of assessment
Qualifications & Training		Project management qualification e.g. Agile, Prince	Application and certificate check
Experience	<p>Strong project management skills with previous experience managing or coordinating digital projects from initiation to completion and evaluation</p> <p>Experience working with websites</p>	<p>Experience working as a Project Manager, Project Coordinator Digital Producer, or in a similar role</p> <p>Experience with Wordpress or Drupal</p>	Application and interview
Knowledge & skills	<p>Exceptional attention to detail</p> <p>Excellent organisation skills</p> <p>Excellent written and verbal communication, including the ability to influence and persuade</p> <p>Ability to understand the priorities of, and work effectively with, different stakeholders</p> <p>Familiarity with the Google Marketing Suite (GA, Looker Studio, etc)</p> <p>Working knowledge of web analytics</p> <p>Digital savvy and ability to learn and adopt new technologies</p>	<p>Understanding of SEO, UX/UI principles</p> <p>Experience of implementing analytics tracking using Google Tag Manager or similar</p>	Application and interview
Personal qualities & competencies	<p>Inquisitive and wanting to learn</p> <p>Analytical and organised, with a structured approach to working</p> <p>Collaborative by nature with a passion for sharing knowledge</p>	<p>Adaptable to changing circumstances and accepts new ideas and initiatives.</p>	Application, interview, references and tests (if applicable)

	Confident, approachable and persuasive		
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Terms and conditions

DIGITAL PRODUCER

Starting salary £35,088 per annum

Location: London based with hybrid working (minimum two days a week office based)

What we offer

- 28 days holiday plus public holidays (with the option to buy additional leave)
- 8% employer contribution to Bank Workers Charity's pension scheme and up to 3% matched with employee contributions
- A wide range of employer funded wellbeing experiences through Heka
- Flexible benefit provision (including Medicash plan, cycle to work, payroll giving, retail discounts and electric car scheme)
- Group Life Cover (three times annual salary)
- Weekly wellbeing half hour
- Season Ticket Loan (upon successful completion of probation)
- Employee Assistance Programme

For more information about the Bank Workers Charity, please visit www.bwcharity.org.uk

Bank Workers Charity is committed to supporting diversity and inclusion and welcomes applications from all backgrounds and communities.

