



**JOIN OUR MISSION**

**FOR CHILDREN AT RISK  
ON THE STREETS**

**DIGITAL CONTENT OFFICER**

**RAILWAY CHILDREN – RECRUITMENT PACK**

**RAILWAY**  
**children**  
No child lost to the streets



# WE BELIEVE IN A WORLD WHERE NO CHILD EVER HAS TO LIVE ON THE STREETS

Around the world hundreds of thousands of children struggle to survive on the streets. In many countries, they have become an accepted issue in society, deprived of access to the most basic services and they experience extreme harm before and during their time on the streets.

Wherever they may be in the world, they face violence, abuse, neglect and exploitation.

Founded in 1996, Railway Children has dedicated over a quarter of a century to developing outstanding practice and services for street connected children and as we embark on our new strategy to 2027, we have ambitious plans to ensure no child is left behind, wherever we work.

## WHO WE ARE



### OUR VISION

We believe in a world where no child ever has to live on the streets.



### OUR MISSION

Create and enable sustainable change for children living alone and at risk on the street.



### OUR AIM FOR 2027

We will evidence and demonstrate, effective and sustainable safeguarding solutions for street connected children.



# WHAT WE STAND FOR

## We stand for children

- The children who don't have a voice.
- The invisible children.
- The children struggling to survive on the streets around the world every day.
- The generations of children suffering repeated cycles of abuse.

## WE STAND FOR CHILDREN, THEIR CHILDHOODS AND THEIR FUTURES!

These Five Values  
Guide Our Work



### NEVER GIVE UP

Face challenges head on.



### HAVE COURAGE

Push boundaries.  
Think big.



### EARN TRUST

Be honest. Always act  
with integrity.



### SHOW COMPASSION

Be kind and show  
respect to all.



### NURTURE TALENT

Encourage growth.  
Enable others.



# THE ROLE

## DIGITAL CONTENT OFFICER

<b>Salary:</b>	£30,000 - £31,000 depending on experience
<b>Location:</b>	Hybrid - Sandbach/Home-Based
<b>Responsible to:</b>	Head of Marketing & Communications
<b>Responsible for:</b>	None

# JOB PURPOSE

To shape our public engagement and advocacy communications, editorial and digital content strategies to raise awareness of our mission and engage with a supporter base outside of fundraising.

To support our Digital Marketing Manager to achieve our digital mobilisation objectives, ensuring we employ a digital-first approach to building a strong online profile as pioneers for street connected children.

# KEY RESPONSIBILITIES

- Collaborate with internal stakeholders to generate relevant, compelling content to share with our digital key stakeholders.
- Develop communications to support the advocacy activities of the organisation to engage existing and new supporters.
- Work with our Programme Teams in the UK, India and Tanzania to anticipate, research, develop, and write stories, adapting them to excite diverse audiences across a wide variety of media as we campaign for the rights of street connected children.
- Utilising our own evidence and data, create newsworthy stories and content that amplify the voices of street-connected children in the UK, Tanzania and India, engaging with both existing and new supporters.
- Create inspiring multi-channel content and messaging, directly linked to achieving our strategic aims and to showcase the impact of Railway Children's work and influence key external stakeholders.
- Generate inspiring content that will attract a new, broader pool of supporters who are invested in making Railway Children's vision and mission a reality.
- Use the latest available technologies and techniques on social media to amplify our voice by attracting and recruiting new supporters who share our values, beliefs and mission.
- Work with the Digital Marketing Manager and Strategic Content Manager to ensure that all of our content and messaging is optimised for search engine ranking and keyword activity.
- Develop relationships with relevant media in the rail / transport sector to share our communications.

- Work alongside the Strategic Content Manager to ensure that our key messaging and call to actions are always coordinated, aligned and implemented into wider organisational communications, including Fundraising Campaigns.
- Work alongside the Digital Marketing Manager to generate and optimise content for Railway Children's digital communication channels (website, email and social media) that engages and influences key audiences to support our vision and mission.
- Publish digital content using our content management and scheduling systems.

## General duties (all staff)

- Uphold and work within Railway Children's policies and procedures.
- Conduct yourself in accordance with the rules of the Child and Adult Safeguarding Policy and Code of Conduct in your personal and professional life – which includes reporting suspicions of child abuse or any other breach of these policies.
- Actively promote and embody Railway Children's core values across the organisation and partners.
- Travel to Railway Children's field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.

# PERSON SPECIFICATION

## Experience

- Experience of producing content for digital channels is essential
- Experience of working in a content or creative team alongside copywriters and designers.
- A proven track record of writing inspiring news-led creative copy for online and offline channels.
- Experience of engaging with stakeholders to source and develop content
- Experience of working with the media to pitch ideas and obtain coverage.
- Experience of publishing content across digital platforms using content management, email and scheduling systems.
- Experience of building and maintaining social media profiles.

## Knowledge and Skills

- Excellent interpersonal skills and the ability to communicate effectively in writing and face-to-face.
- Skilled at researching and writing articles for a range of audiences including media (news, features and commentary), supporter audiences, policymakers and staff.
- Excellent proofreading ability
- Be able to understand and implement design and creative principles
- Knowledge of copywriting for search engine optimisation.
- Ability to work as part of a team.

- Ability to engage with stakeholders at all levels.
- Time management skills, working across multiple projects, prioritising tasks efficiently.
- Flexible, proactive and solution-oriented approach to work.
- Great attention to detail.
- Creative thinking with the ability to translate current affairs into newsworthy content etc

## Aptitude

- Demonstrable commitment to and the ability to uphold and promote Railway Children's core values of in all activities.
- Understanding of the importance of an organisational Code of Conduct and Safeguarding policy.



# A GREAT PLACE TO WORK

## THE BENEFITS

As well as helping some of the world's most vulnerable children and young people, there are some great perks if you're lucky enough to work for Railway Children.

### Project Visits

Where possible we encourage our staff to visit our projects and experience the work we do. That could be here, India, or East Africa.

### Time Out

You will start with 25 days holiday per year to recharge the batteries, after three years this will increase by an extra day per year until you reach a very relaxing 30 days leave.

### Pension

We offer a pension contribution of 6% of annual salary.

### Birthday leave

One additional day of annual leave within the month of your birthday.

### 'Railway Children Day'

We might not be able to fund a Christmas party but because our Trustees value what we do, they grant an additional day per year where the office is closed, usually around Christmas time.

### A culture we're proud of

Driven by our CEO, family values are at the heart of our culture and make Railway Children an incredible place to work. As well as a flexible working environment, it's one of the reasons why our staff retention is so impressive.



# OUR PEOPLE PROMISE

All that we can achieve as an organisation is only possible because we have dedicated, skilled and courageous people. Their tenacity, passion and compassion create a culture that enables us to deliver incremental value beyond the resources we could ever have available to us. We know this, we witness it every day and therefore we strive to create an organisation that values them and their contribution.

As we set out to achieve life saving change for vulnerable children, we make our people a promise:

- ♥ We will ensure diversity and inclusion, following transparent, fair and rigorous recruitment processes that attract and encourage applications from a diverse range of candidates.
- ♥ We will support new people to fully settle into their new role and our organisation by providing a structured induction and integration programme.
- ♥ We will work with our people to identify their career and development goals and facilitate opportunities for growth.
- ♥ We will develop and implement a wide range of initiatives that ensure that our people are well-managed, supported, cared for and feel valued, listened to and included.
- ♥ When people leave, we will listen and learn and seek leavers to be ambassadors for Railway Children.





# STILL INTERESTED?

## HOW TO APPLY...

To apply for this position, please complete the application form and return it to [marketingjobs@railwaychildren.org.uk](mailto:marketingjobs@railwaychildren.org.uk). Please include job title applied for in email subject. Please note that Railway Children will only accept applications made using this application form and will not accept CVs, academic certificates or covering letters.

**Closing date:** Sunday 10<sup>th</sup> November.

At Railway Children, we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of background and reference checks including criminal records check.

Due to the number of applications often received, only those to be invited for interview will be informed of the outcome of their application.

Applicants who have not heard within two weeks of the closing date should assume they have been unsuccessful.

**THANK YOU.**