



North East Young Dads and Lads

DigiDAD Engagement Officer

Recruitment Pack

Job Advert

Salary	£30,321 per annum
Hours	Full-time (35 hours per week), Monday to Friday, 9am-5pm, with some evening and weekend working expected to meet the needs of the project
Location	Hybrid, home-based with regular travel to NEYDL's Gateshead base and professional meetings in the North East, with some national travel
Contract	Fixed term, 2 years (potential to extend, dependent on funding)
Probationary period	Six months
Responsible to	DigiDAD Programme Manager
Closing date	9am, Wednesday 05 August
Interviews	Wednesday 12 August

About NEYDL

North East Young Dads and Lads (NEYDL) was founded in 2017 and has grown rapidly to become one of the UK's most recognised organisations supporting young dads, men aged 25 and under in a fathering role. Our vision is for young dads to be valued and supported as parents. In 2024/25 we supported 217 young dads directly and achieved 100% satisfaction among the young dads we work with.

We are a non-judgmental organisation built on mutual trust, respect and honesty. Many of our staff are young dads themselves or have lived experience relevant to the communities we serve.

About DigiDAD

DigiDAD is the UK's only digital platform designed by and for young dads, offering content and peer support co-created with young dads themselves. The platform includes DigiDAD Gaming, a safeguarded, peer-led online community, and has grown rapidly: in 2024/25 we had over 600 registered users and our YouTube channel passed 53,000 views. DigiDAD is funded by a three-year National Lottery Community Fund grant supporting expansion beyond the North East.

This role exists to help more young dads and the professionals who support them discover DigiDAD, understand what it offers, and get the most out of it.

The role

As DigiDAD Engagement Officer, you will play a central role in growing DigiDAD's reach, building relationships with professionals who can introduce DigiDAD to the young dads they work with, showing those professionals how to use the platform and make the most of it with the young dads they support, and gathering feedback that helps us keep improving it.

This is a varied role covering outreach and relationship-building, onboarding sessions and webinars, and direct conversations with young dads and professionals to understand what is and isn't working. We are looking for someone who can manage a broad mix of activity, prioritising the outreach opportunities that will make the most difference at any given time. You will work closely with the DigiDAD Programme Manager to support DigiDAD's growth, sharing feedback from professionals and young dads and helping to inform planning around outreach and platform development.

You will identify and share any commissioning or training opportunities that emerge from your work with the Business Development Manager, and work with the Business Development Manager, DigiDAD Programme Manager and NEYDL's Young Dads Workers to follow up introductions to professionals and networks they refer to you.

What we are looking for

We are looking for someone with strong communication and presentation skills, confident explaining and demonstrating a digital platform to professional audiences, and equally comfortable having open, non-judgmental conversations with young dads. Experience of training delivery, outreach, or partnership-building are all relevant to the role.

Some understanding of the family hub, health and social care landscape, and the professionals working within it who are most likely to encounter young dads, such as health visitors, midwives, family support workers and social workers, would be an advantage, since these are the audiences this role will spend most of its time engaging.

You do not need a background in young fatherhood specifically, but you will need genuine enthusiasm for what digital tools and online peer support can offer young men, and the organisational skills to manage a varied, partly self-directed workload.

Knowledge of play and gaming, including video, tabletop, and role play gaming is advantageous to further promote our DigiDAD Gaming initiative. Additionally, experience in participating-in and/or managing online digital communities (e.g. on Discord), as well as the opportunities and risks of such spaces, is relevant to the role.

We particularly welcome applications from people with lived experience of young fatherhood or young parenthood, and from people from minoritised backgrounds.

What we offer

NEYDL is a close, inclusive and supportive team that actively invests in the development of its staff. We are a non-judgmental organisation built on mutual trust, respect and honesty. If you join us, you will be part of a team that genuinely believes in what it does.

In addition, we offer:

- 7.2 weeks' annual leave per year, inclusive of statutory and public holidays
- 5% employer pension contribution
- A flexible hybrid working arrangement
- Regular supervision from the DigiDAD Programme Manager
- Funded professional development and training
- Mileage paid at 55p per mile for business travel

How to apply

To apply, please send your CV (no more than four pages, including two references who can be contacted if successful) and either:

- A covering letter of no more than two sides of A4 (Arial, size 12)
- Or a video of no more than four minutes.

Please explain why you want this role and how your experience meets the person specification.

Send your application to caitlin@inspired-hr.co.uk with the subject line 'Job Application - DigiDAD Engagement Officer'.

Applications must be received by 9am, Wednesday 05 August. For an informal conversation about the role, please email caitlin@inspired-hr.co.uk.

Shortlisting: 05 & 06 August. Interviews: 12 August

NEYDL is committed to equity, diversity and inclusion. We welcome applications from all backgrounds and particularly encourage applications from people with lived experience relevant to the communities we serve.

Job Description

Job title	DigiDAD Engagement Officer
Responsible to	DigiDAD Programme Manager
Responsible for	No direct reports
Salary	£30,321 per annum
Hours	Full-time (35 hours per week), Monday to Friday, 9am-5pm, with some evening and weekend working expected to meet the needs of the project
Location	Hybrid, home-based with regular travel to NEYDL's Gateshead base and professional meetings in the North East, with some national travel
Contract	Fixed term, 2 years from start date (potential to extend, dependent on funding)

Job purpose

To grow DigiDAD's reach and impact by building relationships with professionals who can introduce the platform to young dads; showing those professionals how to use DigiDAD confidently with the young dads they support; and gathering feedback from professionals and young dads that informs ongoing improvement of the platform and NEYDL's outreach approach. This role works closely with the DigiDAD Programme Manager to support DigiDAD's growth, sharing feedback and helping to inform planning around outreach, platform and content development.

Key responsibilities

1. Professional outreach and relationships

- Build relationships with professionals likely to introduce DigiDAD to the young dads they work with, or to recommend it to colleagues, through networking, invitations to present, and warm referrals
- Work with NEYDL's Young Dads Workers to identify and follow up on professional contacts they already engage with who may be interested in DigiDAD
- Identify and strategically prioritise the outreach opportunities most likely to lead to new registrations
- Represent DigiDAD at a small number of carefully selected events or conferences each year, where the audience is a strong match for DigiDAD's goals

2. Onboarding and engagement

- Deliver onboarding sessions and demonstrations to professionals, showing them what DigiDAD offers and how to use it with the young dads they support
- Deliver and/or support regular webinars for current and prospective DigiDAD users, covering both professional and young dad audiences as needed
- Support professionals through the registration and onboarding process, and help them confidently introduce DigiDAD to the young dads they work with
- Encourage service beneficiaries to engage with DigiDAD content through dissemination of DigiDAD news, updates, and information across our in-house communication channels e.g. WhatsApp groups and DigiDAD Gaming community on Discord

3. Feedback and evaluation

- Hold structured conversations with young dads who use DigiDAD to gather feedback on content, design and user experience
- Gather feedback on outreach materials and messaging, and share insights with the DigiDAD Programme Manager to inform evaluation, reporting and improvements

4. Working with the Business Development Manager

- Maintain regular contact with NEYDL's Business Development Manager, including a simple shared tracker to record and follow up leads
- Refer any commissioning or training sales opportunities identified through DigiDAD outreach to the Business Development Manager
- Follow up DigiDAD-interested contacts referred by the Business Development Manager

5. Recording and reporting

- Record outreach activity and registration data accurately and in a timely way, in line with NEYDL's data management and evaluation systems
- Contribute ideas for campaign activity, content and service development based on direct engagement with users and professionals

6. Standard clauses

- The post holder must carry out their responsibilities at all times with due regard to NEYDL's Equity, Diversity and Inclusion strategy, policy and statement, and Safeguarding Policy
- The post holder is responsible for ensuring that policies and procedures relating to health and safety in the workplace are adhered to at all times
- The post holder must respect the confidentiality of data stored electronically and by other means, in line with NEYDL's Data Protection Policy
- This role requires satisfactory enhanced Disclosure and Barring Service (DBS) clearance prior to appointment

This job description is not exhaustive. NEYDL reserves the right to reasonably add to or revise it at any time in agreement with the post holder.

Future opportunity: *there is potential for this role to develop a training product for professionals on making the best use of DigiDAD. There are no immediate plans for this, but it may form part of the role's future development.*

Person Specification

E = Essential; D = Desirable. We will assess candidates through application (CV and covering letter or video) and interview.

Qualifications

Requirement	How we will assess this	E / D
GCSE or equivalent in English Language and Mathematics	CV	E
Degree-level qualification or equivalent professional experience	CV	D

Experience

Requirement	How we will assess this	E / D
Experience of community outreach, engagement or partnership-building	CV and covering letter/video	E
Experience of building relationships with professionals, services or community organisations	CV and covering letter/video	E
Experience of delivering training, demonstrations, presentations or onboarding sessions to adult or professional audiences	CV and covering letter/video	E
Experience of turning awareness-raising activity into measurable outcomes such as sign-ups or registrations	CV and covering letter/video	E
Experience of gathering user or stakeholder feedback to inform service or content improvement	CV and covering letter/video	D
Experience of using a CRM, tracker or similar system to record and share information with colleagues	CV and covering letter/video	D
Experience of working with or alongside young people, young parents or marginalised young men	CV and covering letter/video	D
Experience of working with services such as family support teams, children's centres, youth services, housing providers, health visitors or maternity services	CV and covering letter/video	D
Experience working in the voluntary sector	CV and covering letter/video	D

Knowledge and understanding

Requirement	How we will assess this	E / D
Understanding of online community engagement and digital platforms	CV, covering letter/video and interview	E
Understanding of safeguarding responsibilities when working with young people or young parents	Interview	D
Understanding of the family hub, health and social care landscape, and the professionals most likely to encounter young dads (e.g. health visitors, midwives, family support workers, social workers)	CV, covering letter/video and interview	D
Awareness of the barriers young dads face in accessing support	Interview	D
Awareness of issues affecting young dads, such as isolation, confidence and co-parenting challenges	Interview	D
Familiarity with online video gaming or Discord-based platforms	CV and covering letter/video	D
Charity sector experience, particularly with young men or youth work contexts	CV and covering letter/video	D

Skills and abilities

Requirement	How we will assess this	E / D
Excellent communication skills across online, phone and in-person contexts, including presentation and demonstration skills	CV, covering letter/video and interview	E
Strong written communication skills, including email and messaging platforms	CV and covering letter/video (assessed directly)	E
Confident and comfortable explaining and demonstrating a digital platform to a professional audience	Interview	E
Able to develop and prioritise outreach activity effectively within limited capacity	CV and covering letter/video	E
Able to develop outreach materials and resources (e.g. presentations, one-page guides)	CV and covering letter/video	E
Comfortable using PowerPoint and Excel	CV and covering letter/video	E
Able to engage young fathers in a way that is non-judgmental, strengths-based and inclusive	Interview	E
Confident using digital tools, messaging platforms and online events	CV and covering letter/video	E

Requirement	How we will assess this	E / D
Able to maintain professional boundaries in online and in-person engagement	Interview	E
Confident in record-keeping, GDPR, consent and data handling	CV and covering letter/video	E
Able to identify and escalate safeguarding or welfare concerns appropriately	Interview	E
Familiar with Office 365 (Outlook, Word, OneNote etc)	CV and covering letter/video	D

Personal qualities

Requirement	How we will assess this	E / D
Genuine commitment to NEYDL's values and mission	Covering letter/video and interview	E
Positive about the potential of online learning and online peer-support communities, particularly for young men	Covering letter/video and interview	E
Self-motivated and able to manage own time and priorities effectively	CV and interview	E
Flexible and adaptable, comfortable working autonomously as well as part of a small team	Interview	E
Open, non-judgmental and approachable	Interview	E
Committed to equity, diversity and inclusion	Covering letter/video and interview	E
Lived experience of young fatherhood or young parenthood	Covering letter/video	D

Other requirements

Requirement	How we will assess this	E / D
Right to work in the UK	Pre-employment check	E
Enhanced DBS clearance (required prior to appointment)	Pre-employment check	E
Full UK driving licence and regular access to a vehicle with business use insurance	CV	E
Ability and willingness to travel locally, regionally and occasionally further afield	CV and covering letter	E

Willingness to undertake relevant training and professional development	Interview	E
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