



Role Info

Social Media &
Communications Officer

How to apply:

CV & covering letter by 9 March 2025

Questions:

coral@familyholidaycharity.org.uk





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Hello!

Thanks for checking out the role of Social Media & Communications Officer with Family Holiday Charity.

Family Holiday Charity exists for one simple reason – holidays for families facing tough times. For a chance to step away from the day-to-day, spend quality time with family. Try new things, see the world through different eyes. The feelings and moments a holiday offers are essential for everyone, not a luxury for the few.

Demand for a moment away from it all has never been higher. The impact of that time in bringing hope and confidence to face the future has never been stronger.

Joining us as Social Media & Communications Officer is a chance for you to help bring this message to life and reach new audiences. This role is really important for us in putting our best foot forward to the world, and showcasing what we do - so we can generate support to help more families facing tough times.

It's a varied and fast paced role that means you'll be involved in planning, creating and managing our day to day activities on our social channels, as well as creating content for website and email marketing campaigns. A large part of the role will be video editing content, with a social-first approach.

We're looking for someone who is up to date with social, excited by trends and is able to create and edit content.

We're a small but flexible team. The role is being advertised as up to full time (35 hours per week) but we'll consider options for part time (0.6 FTE or 0.8 FTE). We're flexible about how the hours are delivered so talk to us and let us know how you'd like to work.

If you'd like a chat about the role, just get in touch. Its vital that you're happy and confident making your next career move, so let's take the time to chat about it.



Coral

Coral Rushmer
Communications and Digital Manager - coral@familyholidaycharity.org.uk | 0203 117 0663

What we do!

Holidays Matter

We help families get time away together, often for the first time ever.

We're here for children living near the coast, who've never seen the sea. For teenagers who can't remember when they last saw mum smile. For parents having to choose between a day out and a new pair of school shoes. For young carers, grandparent carers, for families facing illness, isolation, or bereavement.

Holidays open up new possibilities. There's time to reconnect, to try new things, and to make happy memories together. Time for running, playing, climbing trees and flying kites, time for picnics and bare feet. There's time enough to share a laugh and watch the tide come in - for buckets and spades and sandy sandwiches.

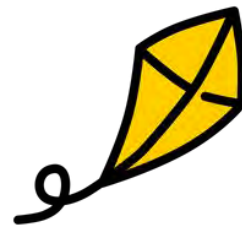
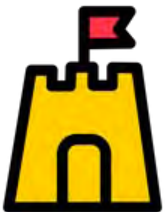
Once we find out what each family needs, we take care of all the details. That way families can take care of the most important thing - each other.

Families choose the holiday they need. It could be a caravan on the coast, a woodland adventure, or a day out at a theme park, museum or gallery. And whatever the weather, if it means time spent together, even a day's holiday helps build relationships, confidence and hope for the future.

Holidays also bring

- increased participation in education and paid work
- improved learning and behaviour at school
- more proactive and positive attitudes towards other types of support

Over the years, nearly 60,000 families have shared laughter, made lifelong memories and been happier and more confident. These families come from across the UK. Today, we're focused on quality of experience rather than purely volume of families, and work is ongoing about the best way for us to adapt to reach the families who need us the most.



Charity Strategy

Why we're here

Our story focuses on families. Our team of Holiday Heroes is united by our vision, mission and values. They're in place to make sure the charity develops and grows, while all the time staying focused on what matters – the gift of space and time that a holiday brings to a family having a tough time.

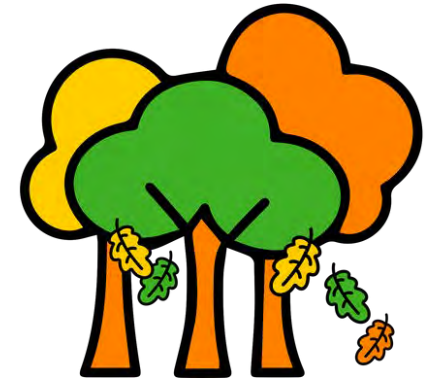
Vision

Our vision is to transform lives with the anticipation, enjoyment and memory of a holiday. A chance to connect, revitalise and discover.

Mission

Our mission is to give families a chance to enjoy time away together.

- To explore
- To have new experiences
- To meet new people
- To have fun



Values

Our values guide our behaviours and actions, to help us achieve these goals:

- Positive – we bring creativity, innovation and energy to our work. We focus on what can be achieved and we enjoy going beyond what people expect.
- Curious – we ask questions and we want to know why? We seek out new ideas and are prepared to try and fail because that's how we learn.
- Purposeful – we are committed to our shared goals and we take deliberate decisions to progress towards them. We are proactive and considered.
- Dynamic – we adapt to the world around us and we look ahead to anticipate change. We are nimble and responsive.
- Mindful – we listen and use what we learn to transform lives. We care about families, our supporters and each other.



Charity Strategy

How we're doing it

For the past few years, our strategy focussed on modernising the charity and strengthening the relationships which are fundamental to its success – building on three strategic aims – impact, quality, dialogue. In the Income & Engagement team (fundraising and communications) - the team this roles sits in, our strategy has been very focused on building sustainable income streams.

We're currently refreshing our strategy to focus now on the progress we have made, and focus on

- diversification - finding different ways to support families
- targeting - building new relationships that support us with our wider mission and ambitions
- technology - doing what we can to improve processes and systems that mean we can spend more time on what matters most - families!

Our Theory of Change, which is on the next page, clearly explains what we're here do to and why. Our new approach is rooted firmly in this. We know that our Theory of Change is not in an accessible format right now and we're working to make it accessible. If you'd like to have this in another format, please contact Coral on coral@familyholidaycharity.org.uk

Fundraising strategy

For fundraising our strategic focus remains building income stability, and links back to the organisational strategy through:

- diversification and development of fundraising products and propositions
- audience targeting

This role is key to help us reach audiences with our message, both for fundraising and hitting our wider strategic goals.



FAMILY HOLIDAY CHARITY THEORY OF CHANGE

THE DIFFERENCE WE WANT TO MAKE

Families:

- Have hope for the future
- Feel able to tackle challenges
- Are more active in their community

Including families in tourism is widely supported

Families feel supported and are planning more holidays



6 MONTHS LATER



A YEAR LATER

Barriers to taking part in tourism are reduced

Every family feels able to spend quality time away together

Tourism is available for all families

Government policy includes all families in tourism



Families:

- Are now trying new things
- Have more confidence
- Are getting on better
- Enjoy looking back
- Have a new outlook and are using new skills
- Have a stronger relationship with their referrer

Families feel part of a new community

Benefits and opportunities of including families is better understood



JUST AFTER THE HOLIDAY

Families:

- Wellbeing is improved
- Have positive relationships with referrers and in their communities

Including families creates savings for public services



DURING THE HOLIDAY

Families:

- Try new things
- Get a much needed break
- Feel closer to each other
- Mental health improves
- Feel rested and have fun
- Create happy memories

Key relationships are strengthened

• New customers are introduced to tourism
• Families want to do it all again



BEFORE THE HOLIDAY

Families look forward to going away and the stress of getting ready is reduced



WHAT WE DO

- Provide holidays for families facing tough times
- Help families make the most of a holiday
- Support families to share their stories
- Show why including families in tourism is important
- Build partnerships with those who can help

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- Key relationships are strengthened
- Tourism meets new customers



About the people you'll work with

We're a small team in a small charity that's driving change and results. If you want to meet the team, just check us out on LinkedIn!

Income & Engagement team

This is the team you'd join! I'd be your line manager. I'm Coral, by the way.

I look after a really wide range of things - from storytelling and capturing family stories, through to social media strategy, budgets, website and more. We'll work very closely together to deliver against a wide range of objectives.

Together, our work is critical to the success of our fundraising efforts, how the charity is understood by the general public as a whole, and how we're reaching different audiences with messages about our wider work, families, referrers and the impact we have. There's never a dull moment!

I've worked with Family Holiday Charity for 10 years!

You'll work with the whole organisation but sit in the Income & Engagement team with:

- Lydia Raine - who looks after Individual Giving.
- Janet Law - who looks after Trusts.
- Shaun O'Brien - who delivers our London Marathon experience, supports with Trusts and other fundraising projects.

We're led by Mags Rivett, Income & Engagement Director.

Join an award winning team!

In 2022, the team won the acclaimed Third Sector Award for brand development. We were up against some big names in our category - like Mind, Scouts and others - but won anyway!

We may be small but have ambition and talent!



About the people you'll work with

The whole charity fits on one Teams meeting screen - there are just 12 of us, delivering our mission and goals.

Finance & Operations Team

This team is led by Kate Harris and looks after two of our key areas of activity.

Katie and Zara take care of families, referrers, holidays, special projects (like donated stock and holiday advice services), supplier relationships, operational delivery, measuring impact, improving outcomes and experiences.

Karol and Jill look after finance reporting, income processing, invoices & expenses, HR, IT, buildings and facilities.

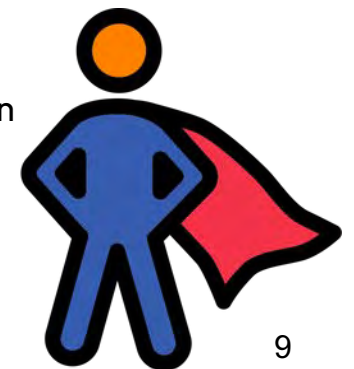
Senior Leadership

We're led by a CEO - we're just recruiting for a new one right now! The CEO works closely with Mags, our Income & Engagement Director and Kate, our Finance and Operations Director to make sure we're delivering the charity's mission. While we're recruiting, Kate has taken on the role of Interim to keep things ship-shape!

Governance

We're led by a Board of Trustees. There's a Chair (Philippa), Vice Chair (Jackie), Treasurer (Ben) and other key roles. The Board ultimately guide the mission and strategy for the charity.

Together, the board are engaged and enthusiastic about our mission and purpose. They are thoughtful and considered in risk management and opportunity. They're experts in their own areas which is really important for us - plus they're super friendly and very lovely.





"I keep tearing up now ... Because I don't think you guys understand what this has done for us. You know like a bit of a fix; you've mended a broken family a little bit."



"It has given me the strength to carry on and deal with challenges when we got home as we both were still feeling relaxed, because before the holiday, I did at times feel like I could not carry on and felt like giving up on life."



"...it's waved like a magic wand over the family. It's lifted a dark cloud."





"This holiday gave my girls confidence to do things that I did not think they would be able to do. We went on a boat, did swimming, and the girls took part in social activities with other children which will impact on their ability to do that at school".



"Knowing what's out there has changed our future - we've got much bigger dreams than the park across the road now!"



"I'm not saying I'd be able to do it in a year. But even if we said like we started putting just a bit, even 10 pounds a month away. Maybe in two years' time I could do it again. Do you know what I mean? Where you've set the tone for us ... if I'm honest, this is probably the most valuable thing that you've given us with this is that the opportunity is not impossible. We thought it was impossible. And it's not".

About the role



Overview of the role

In this role, you will:

- Deliver online experiences that drive income and engagement (particularly through social and online content)
- Inspire growth and development through reviewing and sharing analytical insights in social and web activities that Support us to continually improve our output.

Things that are important to us within this role are:

- providing a brilliant, bright and engaging experience to prospective and existing supporters, referrers, and families
- building our prospective supporter audiences and engaging them with compelling content that drives them to action (acquisition)
- making sure they have a positive, meaningful, and memorable experience of the charity (supporter experience and engagement) so they want to continue to support us (supporter retention).

Social Media (60/70% of your time)

- Social media content: Working closely across the team, develop a calendar of social media content in line with the social media strategy, that meets a wide range of objectives and goals and considers different audience needs.
- Content creation: Create compelling visual and written content for different social media channels in line with the plan, including short and longer form videos (e.g. family stories), graphics and so on.
- Content sourcing: Plan, source and collect the content needed for social media.
- Content management: Manage the content bank and photo library, making sure assets are kept up to date, tagged and searchable.
- Channel growth and engagement: Lead on growing follower numbers and engagement levels for our social media accounts in line with the social media strategy.
- Trend monitoring: Keep up to date with channel trends and suggest content ideas in line with the social media strategy.
- Reporting: Produce monthly reports on social media performance, and present key findings to quarterly content meetings to help inform our test and trial approach.
- Digital advertising: Work with key team members to produce content for digital advertising campaigns.

Digital Communications (around 30% of your role)

- Website editing: Update and create content for our website, including family stories and campaign pages.
- Email marketing: Create, write content for and report on emails for key target audiences in line with our new email marketing strategy.

Safeguarding

Family Holiday Charity is committed to safeguarding the well-being of all service users, employees and volunteers who are involved in or affected by our work. All children and adults, regardless of age, disability, sex, racial heritage, religious belief, sexual orientation, or gender identity, have the right to equal protection from all types of harm or abuse and the right to be treated with respect.

All employees and volunteers have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

You will be asked to read and comply with our Safeguarding Policies and practical guidance, attend Safeguarding training, and you will be required to have a basic and potentially an enhanced check via the Disclosure and Barring Service (DBS). The employer covers this cost.



Your Skills & Experience

Essential Skills & Experience	Desirable Skills & Experience
<ul style="list-style-type: none">• An understanding of social media channels and audiences, in particular Facebook, Instagram, LinkedIn and YouTube (Pinterest, Reddit, TikTok etc. a bonus)• Video editing - from structuring a story through to creation (including video editing software e.g. Adobe, Canva and native social channels)• Visual design – using brand guidelines and frameworks to create content for different audiences with packages such as Canva and Adobe• Written communications – ability to craft creative communications for different audiences and channels• Microsoft Office – Outlook, Word, Excel, PowerPoint & MS Teams• Good standard of written English• Using multiple digital platforms and tools• Ability to keep plans and planning tools up to date• Ability to prioritise deadlines	<ul style="list-style-type: none">• Using social media scheduling and monitoring tools (Buffer)• Ability to communicate and present information to different groups of people internally so they can understand and engage with activities and plans• Any experience of email marketing• CMS / website software and creating and keeping web pages up to date• An understanding of SEO or content marketing• Using filing systems• Basic numeracy for budget reporting and planning• Responding to customer questions and queries (e.g. answering the telephone, replying to emails and social media comments)

How we'll measure your success in this role

- Engagement and audience growth across key social channels
- Delivery of a timetable of activity that supports our key goals and performance areas
- Email marketing performance to key target audiences
- Website engagement and traffic acquisition
- Reporting - accurate data entry and timely reports to help us plan and deliver improved activity

Other things that matter to us and that we'll talk to you about in regular check ins and development conversations are:

- What you achieved and what you learned to keep developing and improving
- Communication and Teamwork
- Personal development and your attitude and approach to your work

What really matters to us in filling this role?

To be successful in this role what really matters is your attitude.

Your CV will show us your skills and experience and the interview process is about getting to know you just a little better, so we can learn more about what's important to you, what you want to learn about and how you apply yourself in different situations.

Studies have shown that people will often only apply to a job if they meet 100% of the listed requirements. Please consider applying even if you don't meet every single requirement, as it's expected that you'll learn and grow along the way.

Finding jobs is a two-way thing. It needs to be right for you as well as for us if we're going to successfully work together. We get that, so ask what you need to find out whether you'd like to join us! Questions are very welcome.

It doesn't matter whether you have formal qualifications or not.

It doesn't matter if your life has taken some twists and turns along the way – not everyone goes to school, leaves school, gets a job, gets another job ... so don't worry about that.

Just explain any gaps in broad terms – sometimes the things which appear as gaps on our CVs are the things which give us skills and strengths which are most valuable to us.

Our commitment to EDI

We are dedicated to promoting EDI and are an inclusive workplace to work in.

If you are struggling with the format of anything in this job pack, please let us know so we can provide this to you in a different way.

Salary & Benefits

Salary Grade:

8 – £25,059 starting salary FTE (grade progresses to £27,697) - ask about 0.6 and 0.8 FTE

All our roles are banded into grades, based on the skills, competencies and experience required to do the job. Salaries go up (with some exceptions) on the anniversary of you starting your role. Appointments beyond the starting salary will be considered where a candidate has exceptional experience.

Our benefits are available to everyone from day one.

Contract:

Permanent

Hours:

Full time is 35 hours per week, Monday to Friday.

We're open to flexible working arrangements - let us know what you're thinking and we can discuss it.

Holidays:

25 days annual leave plus bank holidays. 3 days extra between Christmas and New Year for office closure/headspace.

Pension:

We pay 5% towards either the company scheme or scheme of your choice

Other stuff:

Employee Assistance, Death in Service (well, doesn't that sound perky?!)

How and where we work

Our approach is flexible. We maintain 4 desks in an office space in London, which is our base. What hybrid means for us is:

- The expectation is that we're all together as an organisation as a minimum for Quarterly All-Staff Updates (London)
- That we attend events and so-on as required
- That we come in and work collaboratively when we need to, to complete an aspect of your job. An example for this role would be filming or planning footage, attending London Marathon and so on.
- You'll need to come in as you need to, to achieve your role.

We rely on MS Teams as a key method of cross organisational communication to keep us working on projects, and also to keep us connected, as well as having a weekly Huddle meeting. In our team, we have regular catch ups, check ins and 1-1's.

How we kit you out

Everyone has a laptop, keyboard, wireless mouse and headphones. Our telephone system is on our laptops so works when you log into your PC (so works at home and in the Hub). When you join, we'll do a desk assessment with you so we can provide you with the kit you need at home depending on your space and where you work in your home. This can include things like a printer, if you need one - and we'll talk about whether you need a monitor or a riser and so on.

Where is the office?!

We work in a shared office building for charities. The building space is called Canopi and its near to London Bridge Tube. It houses our printer and other essential kit, and we can access lots of meeting rooms. Our office address is: Canopi, 82 Tanner Street, London SE1 3GN.



Applications & Interviews

Applications

Please provide a CV which outlines your skills and experience for the role and a cover letter which briefly explains why you're interested in the role.

Applications close: Sunday 9 March 2025

1st Interview: 13/14 March 2025

With Coral Rushmer (Communications and Digital Manager) & Lydia Raine (Individual Giving Manager)

2nd Interview: 17 March 2025

With Coral Rushmer (Communications and Digital Manager) & Mags Rivett (Director, Income & Engagement)

- We will try and tell everyone who applies the outcome of their application.
- If you are shortlisted, we'll be in touch to arrange an interview as quickly as we can.
- We won't close applications early so you can plan your time properly to make the application

Interviews

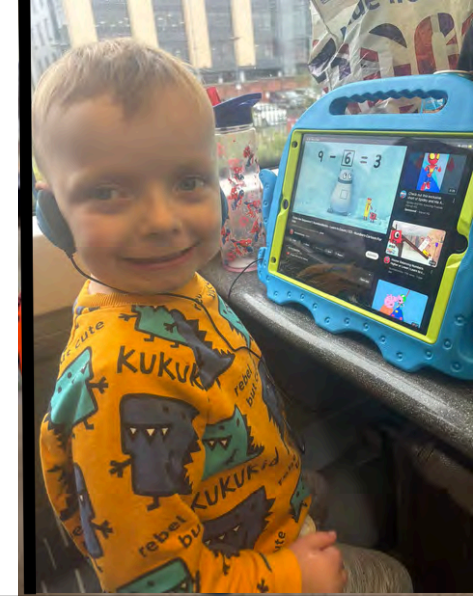
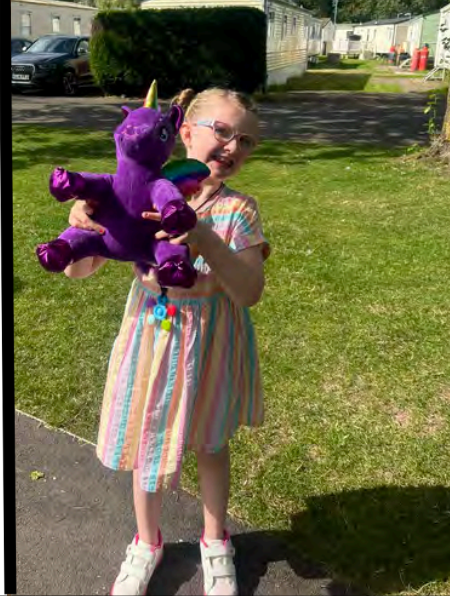
We'll run a two-stage interview process.

- 1st Interview – this will be based on competency-based interview questions, which we'll share with you in advance of the interview. A good framework for preparing for and responding to competency-based questions is to answer the question with examples – briefly explain the situation, task, the actions you took and the results (the STAR framework).

These questions help us understand your experience, how you will react and respond in different situations and help us get to know you a little bit better. All the questions will be based around the job description.

- 2nd Interview – we will ask you to complete a task or provide an example of previous work for us to discuss. The questions will follow from some of this, and also focus more about who you are as a person and what you're looking for in a role.

If you have questions about anything in the role profile, this overview or about the job, interview process etc, do just ask!



“There are good people in this country willing to create opportunities for those who struggle. Thank you!”





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