

# Thank you for your application

In this pack is the following information:

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# About us

The Sick Children's Trust is the charity that provides a welcoming 'Home from Home' where families with a sick child in hospital can stay. But we're more than bricks and mortar, our friendly, caring staff are there to support families when they really need it.

Without us families would have to travel long distances, sleep in uncomfortable hospital chairs or pay for expensive hotels just to be by their sick child's hospital bedside. Not only do we alleviate financial worries but we also help the mental wellbeing of the families we support.



## Our vision

We are working to a future where every family with a seriously ill child in hospital can stay together, close to their child's hospital bedside.

## Our mission

We provide welcoming, comfortable 'Homes from Home', to keep families together when they have a sick child in hospital and kind, caring staff to support them



# Our values



## Passionate

We believe passionately that families with a seriously ill child in hospital should be together



## Supportive

We care for families when they really need us, and we support our staff to be the best they can be



## Togetherness

We work together to make a difference



## Proud

We are proud to be able to welcome all families that need us to our clean and comfortable 'Homes from Home'



## Trustworthy

We are open, honest and transparent in everything we do. We spend our money responsibly ensuring that families are always at the heart of our work


# Our 'Homes from Home'

We have ten 'Homes from Home' across England that can support 148 families a night. In 2022/23 we provided 40,803 nights of accommodation and supported 3,021 families.



We're here, so families can be together





“To be an hour away, when you’ve got to produce milk, express it, take it into NICU for feeds. On top of the stress of going backwards and forwards and missing time with him, it’s just not feasible. You need to be there all the time, to be there with him, But thanks to The Sick Children’s Trust’s support, you’re focusing on being there for your baby, not on where you can sleep”

**Helen Ledster, Flynn’s mum**

# Our staff survey

97%

of our colleagues enjoy working at The Sick Children's Trust

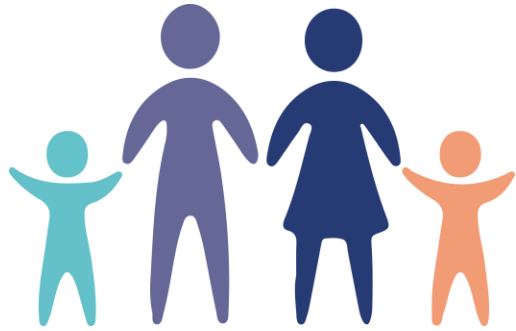
95%

of our colleagues are proud to work at The Sick Children's Trust

94%

of our colleagues said that the work of the charity inspires them to do a good job

# Our impact 22/23



We supported  
**3,021**  
families



We provided  
**40,803**  
nights of  
accommodation



Average travel time  
**85 minutes**  
from home to hospital



Occupancy rates  
**89%**  
in our 'Homes  
from Home'



# Job Description

**Job title:** Senior Digital Officer  
**Hours:** Full time - 35 hours per week  
**Location:** Head Office, London (Hybrid working)  
**Reports to:** Head of Communications and Marketing  
**Role purpose:**

The Senior Digital Officer is responsible for developing and implementing all digital plans for The Sick Children's Trust to ensure our website is accessible, optimised and kept up to date and our email marketing is effective and well targeted. Working with the Head of Communications and Marketing they will lead all aspects of our website, family feedback database, be responsible for our automated email programs, other platforms and systems and will develop new initiatives, using a digital first approach.

## Key tasks and responsibilities:

- Working with the Head of Communications and Marketing, implement and maintain the digital strategy that encompasses all areas of our digital communications
- Keep our website up to date, accessible, relevant and ensure best practice is used at all times as well as suggest improvements and development opportunities
- Liaise with our web developers to ensure the website is up to date
- Manage our family feedback database and communications with families programme, as well as our broader automated communications plans
- Advise and support the rest of the organisation on website, digital systems and digital best practice, new technologies and ways of working
- Manage our email marketing platform, planning and implementing monthly and ad hoc emails
- Ensure google ad words is kept up to date and utilised and use google analytics for evaluation and reporting
- Train new starters how to use our content management system (CMS), shop systems, feedback portal and any other platforms as required
- Stay up to date with digital and technical advances that will help the charity
- Work closely with colleagues in the team on campaigns and projects
- Support the team gathering content such as photographs and video when required
- Evaluation of digital key performance indicators, monthly and quarterly
- Maintain excellent working relationships with the other teams
- Uphold the charities values and brand
- Attend events, representing The Sick Children's Trust as and when required

# Person Specification

Experience	Essential	Desirable
Significant experience working in a similar role	X	
Experience of working in the voluntary sector		X
Experience of developing and implementing digital plans	X	
Significant experience of developing and maintaining successful and positive relationships with a range of stakeholders	X	
Experience of planning and crafting engaging content for all channels		X
Experience of website development and CMS systems such as Word Press	X	
Experience of google analytics, google ad words and search engine optimisation	X	

Skills, abilities and personal attributes	Essential	Desirable
Excellent written and verbal communication skills	X	
Able to produce accurate work to a high standard	X	
Proactive, self-starter		X
Ability to think creatively	X	
Able to prioritise workload and manage own time effectively to meet deadlines	X	
Able to work as part of a team and independently	X	
Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation	X	
High level of technical skills and ability including use of HTML, database management and automation	X	
Ability to think analytically		X
Excellent problem solving skills	X	

Knowledge	Essential	Desirable
Good knowledge of Microsoft Office software	X	
Excellent knowledge website CMS systems	X	
Knowledge of adobe creative package, including photo and video editing		X
Good knowledge of other digital platforms and technologies like Zapier		X
<b>Other requirements</b>		
Commitment to working outside of normal office hours, at weekends and away from home when needed	X	
Willingness to take accountability for own actions in the delivery of objectives	X	
Commitment to the charity's mission and values	X	
Commitment to the principles of equal opportunities	X	

# Benefits

- 35 hour working week
- Discretionary hybrid working
- 25 days annual leave plus your birthday off
- Time off in lieu policy
- Auto-enrolment into a pension scheme at 3 months service
- Commitment to development and training
- Interest free travel loan
- Family friendly policies (flexible working and time off for dependents)

## Commitment to your wellbeing including:

- Employee Assistance Programme
- Eyecare Voucher
- Flu Vaccination
- Life Assurance

## Post-probation benefits:

- Bonus day off in December
- Enhanced pension option
- Permanent health Insurance
- Access to Digicare+
- Interest free travel loan



# Equal Opportunity

The Sick Children's Trust strives to be an Equal Opportunity employer. We are committed to developing a diverse and inclusive organisation, where people feel supported and valued to be the best they can be.

We welcome applications from people from all sections of the community, irrespective of race, ethnicity, gender, age, disability, sexual orientation, religion or belief.

If you require any reasonable adjustments to apply for this role to the best of your ability such as an accessible venue for interview, please let us know your requirements and we will make every effort to provide assistance.

# How to apply

If you are interested in applying for this role, please submit your CV, completed [questionnaire](#) and a covering letter demonstrating how you meet the person specification to: [recruitment@sickchildrenstrust.org](mailto:recruitment@sickchildrenstrust.org)

The closing date for the role of Senior Digital Officer is 8 April 2024

We will be considering applications as they are submitted so early application is advised.

For further details about The Sick Children's Trust please visit our website [sickchildrenstrust.org](http://sickchildrenstrust.org)