



A MENTAL HEALTH SOCIAL MOVEMENT

8-10 WEST STREET, OLD MARKET, BRISTOL, BS2 0BH • 0808 808 9120  
REGISTERED CHARITY #1085351 • OTRBRISTOL.ORG.UK

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## Job Pack

# Digital Champion

Dear applicant,

Thank you for your interest in this post. Please find below some background information and other details to help you decide whether to apply for the position.

In the interests of equality CVs will not be accepted so please use the job application form to apply. Applicants will be assessed on their ability to meet the criteria listed in the Person Specification.

The job pack consists of:

- Role Summary
- Role description
- Person specification
- About us

Please complete the application form and return by email to **recruitment@otrbristol.org.uk** or by post to the address above.

The closing date for this role is **Monday 5th October at 9am** and interviews will be held on **Tuesday 13th October**. We would like the interviews to take place in person, however, this will be dependent on coronavirus guidelines at the time. We will contact you by email if your application is shortlisted, we will not be able to contact unsuccessful candidates or provide individual feedback on applications.

If you wish to have an informal discussion about the post, please contact **Liam McKinnon** on **liam@otrbristol.org.uk** or tel: **07496 101327**.

Best wishes,

Kellie Horder  
HR Manager | OTR Bristol

## Job Pack

# Digital Champion

### Role Summary

<b>Job Title</b>	Digital Champion
<b>Salary Grade</b>	Band B £22,212-£26,539 (pro rata)   Starting pro rata salary £17,769
<b>Hours</b>	30 Hours per week
<b>Contract</b>	Permanent
<b>Leave</b>	Flexible - Your basic annual leave entitlement is 20 statutory days plus 8 statutory holidays (pro rata). However, OTR operates a flexible leave policy and you are entitled to request as much leave as you would like and need.
<b>Pension</b>	Up to 3% of above salary for standard contracted hours
<b>Location</b>	Based at 8-10 West Street, Old Market, Bristol, BS2 0BH
<b>Reporting To</b>	Director of Engagement
<b>Responsible for</b>	Coordination of the OTR Media Team and placement students
<b>Job Purpose</b>	<p>The Digital Champion at OTR will implement all web and social media activity, ensuring that our message about young people's mental health and wellbeing is communicated in an age-appropriate, timely and impactful way to a diverse audience and across a range of digital channels.</p> <p>This role will also lead on the development of further digital opportunities to reach and engage more young people and their networks, ensuring OTR remains an innovative organisation which places young people's voices at the heart of what we do.</p> <p>The Digital Champion will work creatively and create meaningful, impactful content and campaigns within the objectives of the overall communications strategy.</p>
<b>Key Relationships</b>	<ul style="list-style-type: none"><li>• Young people</li><li>• The OTR Media Team</li><li>• OTR stakeholders such as professionals, parents, donors, fundraisers</li><li>• Director of Engagement</li><li>• Community Champion</li><li>• Graphic Designer (external consultant)</li><li>• Web developer (external consultant/s)</li><li>• External (digital) agencies</li><li>• Local businesses and organisations</li></ul>

## Role description

<b>Social media</b>	<ul style="list-style-type: none"> <li>• Creating and publishing relevant, original, high-quality content for all OTR social media channels in line with our Digital Strategy</li> <li>• Production and implementation of a content calendar for social media</li> <li>• Organisation of OTR's social media management system</li> <li>• Collating and coordinating content from other members of the OTR team</li> <li>• Ensuring OTR's online content speaks to a young audience, is bold and challenging, and uses platforms where young people are most likely to engage</li> <li>• Community engagement - responding to questions and comments from stakeholders (predominantly young people) via social media</li> <li>• Reporting of social media activity on a monthly basis to identify trends, strengths and weaknesses of OTR's digital activity</li> <li>• Identify appropriate influencers and online partners to work with</li> <li>• Monitor trends in social media tools, applications, channels, design and strategy</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Oversight of the website; providing content updates, maintenance and identifying areas for development</li> <li>• Coordinating materials from young people and the Media Team, i.e. blogs, vlogs - hosting and promoting on the OTR website and maximising their reach</li> <li>• Working alongside external consultants (such as web developer/s, Graphic Designer, hosting companies) where appropriate to implement technical and structural developments to the OTR website</li> <li>• Providing regular reporting on OTR's website to include the most useful, tangible data to influence development of our reach and services</li> </ul>
<b>Email marketing</b>	<ul style="list-style-type: none"> <li>• Working alongside the OTR Membership Team to source content, produce and deliver a monthly OTR newsletter for young people</li> <li>• Coordination of various audiences on OTR's newsletter list</li> <li>• Assisting in the production of other OTR mailings e.g. community fundraising newsletter, Diffusion newsletter</li> <li>• Implementing new ways to get the best from our newsletter system i.e. automation, segmentation</li> <li>• To provide basic reporting of our newsletter performance</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Coordinating the OTR Media Team (young volunteers) - hosting regular sessions and working alongside and steering this group to produce digital materials</li> <li>• Encouraging online advocacy from young people and other stakeholders; i.e. monitor online reviews and feedback, and put in place processes to effectively capture and promote testimonials about our work</li> <li>• To encourage young people to participate in service redesign and improvement exercises, both within OTR and with other agencies to improve provision for young people's mental health across the city.</li> <li>• Ensuring OTR's representation on third party websites is accurate, up-to-date and consistent</li> <li>• Working alongside the Director of Engagement and Community Champion to identify ways to promote OTR fundraisers and income-generating initiatives</li> <li>• To have a keen eye on the digital landscape and bring ideas to the table on how OTR may implement new platforms to engage young people</li> <li>• To engage in training and development appropriate to the role, incl OTR's internal training</li> <li>• To be committed to the core values of OTR, including young people's empowerment and participation</li> <li>• To work within the spirit and framework of all OTR policies, governance, and delivery philosophy</li> <li>• To ensure all paper and electronic records are managed and stored safely at all times.</li> <li>• To respect and maintain the confidentiality of all OTR clients both internally and with external agencies.</li> </ul>

## Person Specification

	Essential	Desirable
<b>Education &amp; Training</b>	<ul style="list-style-type: none"> <li>• Education, qualification or experience in relevant area i.e. digital marketing, social media marketing</li> <li>• Commitment to professional development and willingness to undertake training necessary for the role</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of producing high quality content for social media and web</li> <li>• Experience of working with content management systems for social, email marketing and web</li> <li>• Experience of working alongside external content producers (across video, audio, written form)</li> <li>• Experience of working effectively within a team</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with volunteers</li> <li>• Experience working on web projects specifically targeting young people</li> <li>• Experience of working on web projects or campaigns in relation to health and wellbeing</li> <li>• Experiencing of hosting/facilitating small groups/workshops</li> </ul>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Good understanding of platforms such as Buffer, Mailchimp, Wordpress, Canva</li> <li>• Good organisational skills and the ability to plan ahead, i.e. with a content calendar for web activity</li> <li>• Excellent written communication skills and attention to detail</li> <li>• Knowledge of young people's mental health and wellbeing and issues affecting and impacting young people</li> <li>• An ability to communicate with young people from a variety of social and cultural backgrounds</li> <li>• Analytical skills; the ability to provide concise, meaningful reports with identified suggested scope for development</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the Bristol and South Glos area</li> <li>• Excellent networking and motivational skills</li> <li>• Basic knowledge of graphic design practices and trends</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• A creative approach and willingness to test and trial new ideas</li> <li>• The ability to build and maintain meaningful relationships</li> <li>• A personal interest in and commitment to young people's mental health and wellbeing</li> <li>• Demonstrable ability to work independently</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrable ability to adapt in a fast-moving organisation</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• A willingness to work flexibly, including logistically throughout the pandemic restrictions</li> </ul>	<ul style="list-style-type: none"> <li>• An ability and willingness to travel across Bristol and South Glos</li> </ul>

## About us

What We Believe	What We Value	How We Behave
<ul style="list-style-type: none"><li>- All theoretical models are wrong, but all of them are useful</li><li>- Relationships are what make the difference</li><li>- Mental health is social and political as well as personal</li><li>- Social networks are more powerful than individual solutions</li><li>- Building on strengths and capabilities is more sustainable than meeting needs and vulnerabilities</li><li>- Participatory services are more effective than transactional ones</li><li>- Our work is a vocation</li></ul>	<ul style="list-style-type: none"><li>- Collaboration</li><li>- Diversity</li><li>- Learning</li><li>- Sharing</li><li>- Participation</li><li>- Self-efficacy</li><li>- Self-care</li><li>- Transparency</li><li>- Agency</li><li>- Creativity</li><li>- Social Action</li><li>- Pragmatism</li></ul>	<ul style="list-style-type: none"><li>- We're accommodating</li><li>- We're integrated</li><li>- We're thoughtful</li><li>- We're supportive</li><li>- We're open</li><li>- We're resourceful</li><li>- We're resilient</li><li>- We're communicative</li><li>- We're independent</li><li>- We're imaginative</li><li>- We're motivated</li><li>- We're adaptable</li></ul>