

June 2019

Dear applicant

Thank you for your interest in the vacancy of **Communications and Marketing Officer**. The following documents are enclosed in this application pack:

* Application form
* Monitoring form
* Equal Opportunities Statement

The Job description and person specification are available on our website.

**Closing date** for applicationsis **Thursday 20th June 2019 at 4pm** with interviews being held on **26th or 27th June (stc).**

**CVs will not be accepted.**

Applications will be assessed and shortlisted against the person specification so please make sure that you cover all the points in your application.

Due to the volume of applications we receive, we are not able to provide feedback on non-shortlisted applications. However, feedback will be provided to candidates who attend interviews.

An enhanced DBS check will be carried out prior to appointment.

**It is an Occupational Requirement that applications are open to women only, as permitted under Schedule 9, Part 1, of the Equality Act 2010.**

**Please return all completed application forms to WAIS Recruitment,**

**30 Chaucer Street, Nottingham NG1 5LP OR email to** [**vacancy@wais.org**](mailto:vacancy@wais.org)**.uk**

Once again thank you for your interest and good luck with your application.

Yours sincerely

The Recruitment Team

**Women’s Aid Integrated Services**

Communications and Marketing Officer

Application form

Please complete this form and return it to:-

[**vacancy@wais.org.uk**](mailto:vacancy@wais.org.uk) or post to WAIS Recruitment, 30 Chaucer Street, Nottingham NG1 5LP.

Applicants should refer to the accompanying job description and person specification when completing this form. Please do not send a CV or other supporting material

**Please complete all questions**

|  |  |
| --- | --- |
| **Your name and contact details:** | |
| **Title** |  |
| **Last name** |  |
| **First name(s)** |  |
| **Address** |  |
| **Postcode** |  |
| **Telephone number** |  |
| **Mobile** |  |
| **Email Address** |  |
| **NI number** |  |
| **Are you, or have you been known by any other name?** | Yes  No Don’t Know |
| **If yes, please give details** |  |

**Please note** that withholding information about being known by any other name could amount to gross misconduct.

|  |  |
| --- | --- |
| **To the best of your knowledge, are any relatives or family members employed by WAIS?** | Yes  No Don’t Know |
| **If yes, what is your relation with them?** | Yes  No Don’t Know |
| **Are you a member of the DBS update service?** | Yes  No Don’t Know |
| **If yes, do you give us permission to access this information?** | Yes  No Don’t Know |

**1. Work experience (paid and unpaid)**

Please begin with your most recent occupation (in chronological order)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job title** | **Dates from/ to** | **Employer** | **Key tasks** | **Current salary** | **Reason for**  **leaving** |
|  |  |  |  |  |  |

**2. Education/training/qualifications (gained or being studied for)**

|  |  |  |  |
| --- | --- | --- | --- |
| **School/college/university** | **From To** | **qualifications** | **date** |
|  |  |  |  |

**Relevant non-accredited courses attended**

|  |  |  |
| --- | --- | --- |
| **Course** | **From To** | **Organisation** |
|  |  |  |

**3. Skills experience and knowledge**

Using the spaces underneath each box, please use your experience, ability and skills to demonstrate how you meet each of the criteria below. Shortlisting will be based on your ability to demonstrate this.

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| --- |
| 1. Experience of working in communications/journalism/publications or similar work with experience of online communications/websites/social media, including Content Management Systems (Desirable - WordPress knowledge and Knowledge of how to write web copy and blog posts). |
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| 2. An ability to identify and maximise opportunities for media, communications and income generation. |
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| 3. Excellent written and verbal communication skills. Ability to produce high quality written material, for copy writing, copy editing and publicity materials, posters and press releases, with attention to detail to ensure the accuracy of the information. |
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| 4. The ability to gather and share information with a wide group of stakeholders and the ability to provide a friendly and efficient service to a wide range of individuals and organisations and to maintain and develop positive relationships. |
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| 5. Ability to carry out a range of research and information-gathering activities |
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| 6. IT skills, including accurate data inputting skills, ability to use Microsoft programmes. Ability to use and edit digital media (and other marketing channels) effectively, including understanding of Content Management Systems, an understanding of key words and tagging, and basic web analysis (desirable – experience of Adobe Creative Suite or similar desktop publishing programmes used to create documents and web banners). |
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| 7. Ability to work on own initiative and prioritise work, work to tight deadlines and respond to urgent unplanned demands. |
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| 8. Relevant experience or knowledge in marketing/communications. Understanding of the principles of marketing and communications and how different channels can be used individually and together to deliver objectives. |
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| 9. Able to demonstrate a commitment and understanding of the aims and objectives of WAIS with a basic understanding of, and sensitivity to, the issues relating to domestic violence, including the nature of domestic violence and its impact on women and children. |
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| 10. Commitment to anti-discriminatory practice and equal opportunities. |
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| 11. Marketing / PR qualifications (desirable) |
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| 12. Enhanced DBS clearance |
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**4. Referees**

We require two referees, one of whom should be your current or last employer, (if any). References will only be taken up on the successful applicant, after the interview.

|  |  |  |
| --- | --- | --- |
|  | Referee 1 | Referee 2 |
| Name |  |  |
| Address |  |  |
| Postcode |  |  |
| Telephone |  |  |
| Email |  |  |
| Occupation |  |  |
| Relationship to you |  |  |

### 5. Convictions

This post is exempt from the Rehabilitation of Offenders Act 1974 due to the nature of Women’s Aid Integrated Services work and is subject to an enhanced DBS check.

|  |  |
| --- | --- |
| **Have you ever been formally cautioned or convicted of any criminal offence?** | Yes  No |

The successful applicant will be given the opportunity to discuss this further if required.

### 6. Data protection

In accordance with the General Data Protection Regulation, WAIS will rely on the legitimate interest to use your personal information to process your application. We have a legitimate organisational interest to use your information to process your application and to respond to you regarding your application.

WAIS will collect and retain your application form and your personal information for a period of 6 months from the date of application (if unsuccessful). For more information please refer to WAIS Privacy & Cookies Policy on the website.

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| **I certify that the information contained in this form is correct.**  Signed Date |

|  |  |
| --- | --- |
| Please indicate where you saw this vacancy: |  |

**Women’s Aid Integrated Services**

Monitoring form

WAIS is committed to promoting and valuing equality and diversity and we seek to recruit staff who contribute to the diversity of the organisation. In order to monitor the effectiveness of the WAIS Equality and Diversity Policy and to ensure that no direct or indirect discrimination is taking place, all staff and candidates are asked to complete the WAIS Equalities Monitoring Form. WAIS assures you that any information you provide here will only be used to monitor the effectiveness of our policies and we will take steps to ensure this information remains confidential to a limited number of staff in our HR department.

**Monitoring questions:**

**How would you describe your ethnicity?**

Choose ONE section from A to E, and then tick the appropriate box

**A** **WHITE**

British (English/Welsh/Scottish/Northern Irish)  Irish

Gypsy or Irish Traveller

Any other White background, please describe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**B** **MIXED/MULTIPLE ETHNIC GROUPS**

White & Black Caribbean  White & Black African

White & Asian

Any other mixed/multiple ethnic background, please describe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**C** **ASIAN/ASIAN BRITISH**

Indian  Pakistani

Bangladeshi  Chinese

Any other Asian background, please describe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**D** **BLACK/AFRICAN/CARIBBEAN/BLACK BRITISH**

African  Caribbean

Any other Black/African/Caribbean back ground, please describe\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**E** **OTHER ETHNIC GROUP**

Arab

Any other ethnic background, please describe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**F**  Prefer not to say

**What is your first language?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Do you speak any other languages, if so which?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Disability & Limiting Long-Term Illness (LLTI)**

The **2010 Equality Act** defines disability as ‘a physical or mental impairment which has a substantial and long term adverse [negative] effect on a person’s ability to carry out normal day to day activities.

**‘Long Term’** is defined as lasting at least 12 months, where conditions can sometimes fluctuate (sometimes absent or less severe)

**Do you consider yourself to have a disability or limiting long-term illness (LLTI)?**

Yes  No  Prefer not to say

**If yes, please tick any of the following that apply;**

Physical  Learning

Mental Health  Deaf/Hearing impaired

Blind/Visually impaired  Prefer not to say

Other, please state \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Would you describe yourself as?**

Female  Trans Male to Female

Prefer not to say  Other, please state \_\_\_\_\_\_\_\_\_\_\_

**Please indicate your age bracket**

18 – 19  50 - 59

20 – 29  60 +

30 – 39  Prefer not to say

40 - 49

**What is your sexual orientation?**

Bisexual  Gay Woman / Lesbian

Heterosexual / Straight  Prefer not to say

Other, please state \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please tick the box that best describes your religion and belief:**

Buddhist  Christian

Hindu  Jew

Muslim  Sikh

No Religion  Prefer not to say

Other Religion or Belief, please state \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Equality and Diversity Policy statement**

We are an organisation run by women for women and children and are committed to promoting and valuing equality and diversity in all of our activities. We welcome and celebrate the richness and diversity of the communities in Nottinghamshire and are strongly committed to achieving equal opportunities and access for all in society.

We seek to create conditions whereby all staff and volunteers are treated solely on the basis of their merits, abilities and potential, regardless of age, appearance, body size, caring responsibilities, caste, class, culture, disability, ethnic or national origin, family circumstance, gender, gender reassignment, HIV status, homelessness, immigration status, learning ability nationality, race, religious or political beliefs, sexual orientation or other irrelevant distinction.

Equality and diversity is the cornerstone of all of our policies and procedures. We are proud of our diversity and the actions we take to eliminate discrimination and prejudice, to ensure inclusion and engagement for everyone who works and volunteers with us or wishes to use our services. We will continue to strive towards a culture that is diverse and which recognises and develops the potential of all our staff, volunteers and service users.