

## Job Description and Personal Specification

<b>Job title:</b>	Digital Engagement Builder, World on our Doorstep
<b>Place of work:</b>	Community Links, 105 Barking Road, London, E16 4HQ (hybrid options available)
<b>Hours of work:</b>	Part-time: 2 days a week or 15 hours (0.4FTE)
<b>Contract duration:</b>	Fixed-term to 31 <sup>st</sup> March 2025
<b>Salary/Grade:</b>	£29,500 pro rata per annum
<b>Reports to:</b>	World on our Doorstep Programme Director
<b>Responsible for:</b>	Sessional staff, commissioned artists and volunteers
<b>Level of screening:</b>	Enhanced DBS
<b>Annual leave:</b>	28 days annual leave plus public holidays (pro rata)

## Who we are

### About World on our Doorstep

World on our Doorstep is a new Arts Council England's People and Places (CPP) programme, based in the borough of Newham, in East London. Newham has a large proportion of young residents and is the most culturally diverse borough in the UK, which inspired its aim of becoming a more vibrant and cultural place and to realise the creative potential in every Newham resident. The mission of the World on our Doorstep programme is to inspire community-led change in Newham in how creativity, arts, and culture are accessed, made, experienced and enjoyed. By bringing arts to people's doorstep we aim to radically redefine what culture means to the people of Newham – with its broadest definition of who we are, how we live, and what we do – as well as to deliver excellent and inspiring art.

World on our Doorstep is a co-created programme, which means that it is entirely shaped *with* rather than just *for* the people of Newham. By involving local people in decisions about their local cultural programmes, we ensure that we produce exciting, relevant, and impactful creative experiences. Our inclusive and welcoming approach also aims to draw in people who don't usually engage much with the arts, building new audiences and investing in new generations too. Through this approach we aim to develop a strong and high-quality cultural programme that is fully tailored to Newham.

The programme was set up earlier in 2022 and aims to be experimental and innovative in its approach, even more so in its first few years. Our programmes, events and community relationship work offer an effective testing ground for new ideas and participatory practices.

### About Community Links

Community Links is the grant holder and lead organisation on the World on our Doorstep consortium. The World on our Doorstep team is therefore based at Community Links in Canning Town. The other four organisations who make up the rest of the consortium are Caramel Rock, the University of East London, the National Cricket League and Faithful Friends. Together, they are responsible for leading the World on our Doorstep programme.

Community Links is a hub tackling health and social inequality in East London and beyond. We work alongside the community helping people of all ages reach their full potential. We take our local knowledge of what works to influence national decision making.

- Mission: We work towards a world where your potential is not limited by your health or social situation.
- Vision: We believe everyone can thrive if they have 3 basic things: good people around them, a good place to live and a purpose in life. We call these our 3Ps.
- Values: Our ethos is to be driven by dreams and judged by delivery.

Community Links, in turn, is part of Catch22. Catch22 is a social business which designs and delivers services that build resilience and aspiration in people and communities. We believe that people can thrive when they have a good place to live, good people around them, and a fulfilling purpose. We call these our '3Ps'. All Catch22 services deliver at least one (and often all three) of these outcomes.

The Digital Engagement Builder would be employed by Catch22 and receive its respective [benefits](#) and support.

### **Where you fit in**

You will be joining a dynamic and passionate team, made up of five roles when recruitment finishes. The purpose of the Digital Engagement Builder is partly to communicate about World on our Doorstep programmes to communities and organisations in Newham and beyond, and partly as a catalyst for creating ways for these audiences to engage with the programme through digital means. You will work closely together with our Creative Community Builders to design strategies for communication, marketing and digital engagement for all projects within the World on our Doorstep programmes.

Our digital engagement programme consists of multiple elements, which you would be working across:

- Engaging communications and marketing content across our communication channels, including website, newsletters and social media.
- Larger online and physical communication campaigns that aim to increase engagement in specific areas or communities through creative engagement techniques.
- Community engagement and cultural projects with digital outcomes, which may include videos, podcasts, animations, online exhibitions, digital community platforms, etc.
- In some cases projects will require print communication outputs, which you may be asked to work on too.

The Digital Engagement Builder will be line-managed by the Programme Director of the World on our Doorstep project. The team is currently being recruited and will be growing throughout the year, bringing additional experience around community engagement, volunteer management, communication and social media. The team is embedded within the wider Community Links team, which runs programmes around health, advice, and education, which offers potential for learning from non-arts colleagues.

### **Key activities and responsibilities**

Marketing and communication:

- Marketing a wide range of activities, including events, exhibitions, performances, commissions, residencies, etc, to maximise participation and engagement.
- Documenting the content and impact of these activities, including through commissioning photographers, videographers, illustrators, reviewers, community critics, etc, for engagement, archiving and evaluation purposes.

- To keep internal and external staff, partners and stakeholders informed about the World on our Doorstep programme and its activities through newsletters, e-shots, and regular activity reporting.
- In some cases the marketing and communication activity will require physical and print approaches, which may involve working with designers and printers.

#### Digital community engagement and development:

- To work with content producers in co-creative ways that centre around community decision-making and to deliver communication outputs that feature community voices.
- To work on initiatives that train and empower participants to develop a strong voice when it comes to producing and experiencing culture.
- To identify and build relationships and networks across Newham that provide access to target audiences and communities who currently least engage with arts, culture and creativity. These may include community networks, business communities, local interest groups, resident groups, local schools and colleges, youth groups, faith groups, culturally diverse networks, etc.
- To listen to the needs and interests of local community groups and design campaigns and platforms in ways that fit these needs, in order to produce engagement opportunities that are welcoming, inclusive and accessible.

#### Sustainable audience development and evaluation:

- To locate and develop new audiences, as well as grow existing audiences, for World on our Doorstep's activities to increase the programme's reach and include audiences who do not usually engage with arts, culture and creativity.
- To gather evaluation data about the participants, partners, and wider audiences the programme engages.
- To work with our evaluators to platform community voices and build narratives around the impact of cultural engagement for participants.

#### Administration:

- To keep contact lists, campaign planners and social media information up to date.
- To monitor project budgets and keep financial records up to date.
- To log and report on project activity, keep project partners in the loop, and provide information towards Arts Council progress reporting.
- To be a contact person for contractors, artists and volunteers working on communication projects.

#### Other:

- To travel across Newham to attend World on our Doorstep events and to build networks across the borough.
- To work within the strategies set out by the World on our Doorstep programme and comply with Community Links' safeguarding, health and safety, equality, risk management, and GDPR policies.
- Any other duties as may reasonably be expected for the effective delivery of the project.

### **Person specification**

#### Skills and experience we are looking for:

- Experience of planning, organising and delivering communication outputs and social media campaigns.

- Experience of working for a diverse range of audience communities, ideally in cultural, community or charity contexts.
- Experience of working closely with community members or participants in delivering communication outputs, or other projects that are shaped and informed by community participants.
- Excellent writing and proof-reading skills, as well as good listening and presentation skills.
- Excellent IT skills and digital literacy, including knowledge of or an aptitude to learning about communications platforms, such as Facebook, Instagram, Twitter, Tiktok, Mailchimp, Eventbrite, Canva, and website content management systems similar to Wordpress.
- Excellent relationship-building skills in a variety of contexts, for example with partner organisations, community members, potential participants, suppliers, or other local stakeholders.
- Strong time-management and organisational skills, as well as some understanding of administrative processes, such as monitoring budgets and/or payment processes.

Personal attributes we are looking for:

- A positive and enthusiastic attitude towards new ideas and input from the community, which focuses on making things happen and is solutions-focused.
- An enterprising mind-set that shows initiative and flexibility and embraces change and development.
- The ability to multi-task without losing eye for detail.
- An accessible and inclusive approach to communication that is welcoming and that relates to people from the community.
- A commitment to using cultural engagement to achieve social change in Newham or beyond.
- A commitment to co-creation values of respect, equitability, diversity and kindness, as well as to equal opportunities.
- Availability to occasionally work flexibly, including on some evenings, weekends and bank holidays, as required by communication campaigns or events.
- Availability to travel around the borough of Newham as required for making connections, building partnerships, and delivering communications activity.

Desirable criteria that would catch our attention:

- Good working knowledge of the borough of Newham, its cultural and/or social landscape, and its geography, or alternatively, experience of working in areas of low cultural engagement and/or working with similar communities.
- Experience of preparing communication materials for children and young people.
- Experience of working across multiple art forms.
- Experience of commissioning communication materials from external content producers.
- Experience of coordinating volunteers, artists, and/or casual or freelance staff.
- Knowledge and experience of monitoring and evaluation, including writing evaluation reports.

We are keen for our team to be highly diverse, in every sense of the word. Therefore we would love to receive applications from people who identify as working class, LGBTQIA+, deaf or disabled, care-experienced, young carers, and people from South, East and South East Asian heritage, African or Caribbean heritage, Gypsy, Roma or Irish Traveller heritage or Latinx heritage. We also encourage people from Newham to apply.

### **How to apply**

To apply, please use Catch22's Smart Recruiters platform to submit your application, by uploading your CV and including a cover letter in the 'Message to Hiring Manager' field. Your CV should list your

relevant previous work history and experience, and your cover letter (max 4000 characters) should address how you meet the person specification above and how this fit will help you to do well in the role.

If you have any questions about the role or recruitment process, you can email Stella Toonen, World on our Doorstep Programme Director, on [stella.toonen@community-links.org](mailto:stella.toonen@community-links.org).

You are welcome to apply to this role in conjunction with the 0.6FTE Creative Community Builder vacancy that is advertised at the same time. To do this, you can reply to either job advert, but please indicate in your cover letter if you would like to apply to do these roles in combination. So, you only need to prepare one application, in which your CV and cover letter capture your experience for both roles.

**Application deadline:** 9am on Monday 13<sup>th</sup> February 2023

**Interviews:** 21, 22, 23 February 2023

**Start date:** As soon as possible