



Creative Officer
APPLICANT INFORMATION

WHO WE ARE

City Hearts was founded in 2005, beginning with a single home to help women with life controlling issues, shortly after we welcomed our first survivor of modern slavery. Since then, we have expanded across multiple regions and now provide accommodation and outreach support to hundreds of survivors of modern slavery every year, as well as continuing to house and support women with life controlling issues. In 2018 we partnered with South Yorkshire Police to launch About Face, a trauma-informed programme committed to breaking the cycle of crime, partnering alongside other organisations such as South Yorkshire Police, Her Majesty's Prison and Probation Service, Drug and Alcohol Services, amongst many others. We are passionate about restoring the lives of those we support, and it would not be possible without our dedicated team of staff and volunteers.

ROLE SUMMARY

We are looking for a talented and result-driven Creative Officer to join us at City Hearts. You will have the opportunity to create purpose driven content giving a voice to the people we support internally and externally across a variety of platforms. You will be proficient in using adobe creative suite, Photoshop, InDesign and/or Premiere Pro. Including strong delivery across our social media platforms, sharing the impact of our work. Digital marketing strategies are extremely important for our charity's success, therefore we are looking for someone with experience and a big passion for digital technologies and all digital marketing channels and trends. This exciting role will work in a dynamic small team that is growing and committed to increasing the impact of the charity among its beneficiaries.

As an organisation we are committed to supporting your success and providing you with a wealth of skills, training and opportunities as well as staff benefits to enhance your employment. These will include:

- Regular accredited and in-house training on specialist subjects such as trauma, mental health, safeguarding, working with addictions and much more
- Commitment to annual salary reviews
- Progression opportunities
- Annual staff survey and focus groups – have your say!
- 30 days holiday per year (plus accrued holiday days for length of service)
- Perk box national 'perks' and discount scheme
- 3% employer contribution pension scheme

WHAT OUR STAFF SAY ABOUT WORKING WITH US

We pride ourselves on our employee job satisfaction. 100% of our staff that completed our 2019 staff survey stated that they would recommend working at City Hearts to others!

“I am coming up to the end of my action-packed first year working at City Hearts as an outreach caseworker. In this time I've worked to support survivors of modern slavery from four different continents. Although our clients have had difficult times in their pasts our focus is on giving them hope for a better present and future. There's a really supportive structure, team and training schedule when you first start. I recently secured a promotion and now play a bigger role in supporting and training other caseworkers. I love my job!”

- Richard, Outreach Caseworker.

JOB DESCRIPTION

Job Title: Creative Officer

Reports to: Head of Fundraising and Development

Contracted Hours: 37.5 hours

Contract Duration: Fixed until 30th June 2025

Salary: £22,750 - £24,000

Location: Position can be based in any City Hearts location: Liverpool, Sheffield or Sunderland

Closing Date: Midday 10th May 2021

Interview Date: 12-14th May 2021

Probationary Period: 3 months

RESPONSIBILITIES

In our expanding team we are looking for a flexible and creative person who has experience creating dynamic and tailored content.

You will:

- Have a desire and passion to work with vulnerable people, giving them a voice.
- Create and design assets for utilization on social platforms, web, and fundraising campaigns
- Have knowledge of what great work looks like in charity social media communications.
- Be able to create digital email campaigns and design the content within them
- You will work with the wider staff and volunteers as well as the people we support to create content.
- Interview and craft narratives to support the communications message.
- Deliver against deadlines and be able to respond to last minute requests.
- Translate vision and values into creative assets.
- Work independently whilst taking initiative to offer ideas and suggestions to the wider team.
- Research and conduct background study around topics and stories to add depth and interest
- Be proficient in engaging with comments and managing responses on social platforms
- Respond to email enquiries into a shared organisational inbox.

Any other duties that are commensurate with the role.

SKILLS

- Excellent written and verbal communication skills
- Relevant Design capabilities
- Strong relationship building skills
- Customer focused, commercially aware and results-driven
- Ability to work to deadlines
- Ability to work in a Team
- Ability to work under pressure
- Good organisational skills
- Photography
- Videography
- Good people skills
- Ability to research
- Ability to advocate
- Self motivated
- Consistent, reliable and professional.

COMPETENCIES & BEHAVIOURS

- Maintain respect of managers/directors and fellow staff and volunteers.
- Respond to instructions from line managers in a timely manner, explaining the reason for delay if there will be one
- Proactively alert the manager to any issues
- Recognise that occasionally you may need to work above and beyond your contracted hours in order to meet the needs of the service.
- Dress code is to be smart casual
- Always wear your City Hearts ID badge
- Maintain a positive attitude



AREA	ESSENTIAL	DESIRABLE
Education, qualification and training	<ul style="list-style-type: none"> • Demonstrate knowledge in specific subject area through specialist training, degree or vocational studies. • An appropriate Enhanced DBS check. 	<ul style="list-style-type: none"> • Additional qualifications around marketing, journalism, PR communications
Experience	<ul style="list-style-type: none"> • To have recent experience of working within a communications environment. • To be able to show experience of working in a team. 	<ul style="list-style-type: none"> • An understanding of working within the third sector. • To have at least three years' experience working in a similar role
Skills	<ul style="list-style-type: none"> • To be able to lone work, which will sometimes involve lone working and to be able to work well in a team setting. • To be able to maintain confidentiality and to keep accurate records. • To manage a varied task list and be able to prioritise tasks and work to set deadlines • To have a good eye for detail • An excellent level of administrative skills. 	<ul style="list-style-type: none"> • To have an understanding of vulnerable people and the work that City Hearts carry out.

AREA	ESSENTIAL	DESIRABLE
Personal Attributes	<ul style="list-style-type: none"> • To be flexible and have a willingness to adapt to change alongside the role and demands of a forward moving charity. • To speak well of City Hearts, clients and other team members. • To be reliable, punctual and maintain confidentiality. • To regularly feedback to line manager • To be emotionally robust and to use personal supervision effectively. 	<ul style="list-style-type: none"> • To have personal goals and want to pursue personal development. • A passion to see vulnerable and broken people restored.
Other	<ul style="list-style-type: none"> • A willingness to promote City Hearts - this may mean working outside normal working hours, to represent City Hearts at conferences with the stand or attend events to recruit new volunteers. 	

In addition to uploading your CV please also attach:

- A design show reel or portfolio of previous relevant design work.
- Write a week of tweets that would support our work.
- Writing sample of maximum 500 words - this can be anything you have written in the past including articles, blogs or reports and does not need to be on the topic of modern slavery.



PURSuing FREEDOM. **RESTORING LIVES.**

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