

Transportforall

Accessible transport is our right



Job Pack Communications and Projects Officer January 2014

www.transportforall.org.uk



transportforall



@transportforall

Dear Applicant,

Thank you for enquiring about the post of Communications and Projects Officer.

This pack contains:

- An introduction to Transport for All
- The Job Description
- The Person Specification
- Application form
- Equality Monitoring form

The closing date for applications is 17:00 on Tuesday 14th January 2014.

Interviews will be held on Thursday 23rd January at our offices in Brixton.

About Transport for All

London is one of the wealthiest cities in the world yet many transport services remain out of bounds for its disabled and older citizens. Physical barriers like flights of stairs, gaps and obstacles combined with the way services are run prevent many from living independent lives.

Without knowing what accessible alternatives exist, these barriers at worst can condemn people to becoming isolated, housebound and ruin health and quality of life.

Rooted in the social model of disability, Transport for All (TfA) is dedicated solely to tackling this situation. For over two decades we have been championing the cause of accessible transport in the capital and are widely regarded as the leading light on this vitally important issue.

TfA has a membership of 2000 individual disabled and older people from across every borough of London and an on-line community of over 8000 supporters across social media platforms. Our website www.transportforall.org.uk was nominated for 'best not for profit' site in the NOMINET Internet Awards 2012 and has on average 13,000 visitors a month – making it one of the best on-line resources for disabled people in the U.K

Through our helpline and dedicated advice and advocacy services we advise and empower disabled and older people to access alternative accessible routes, travel concessions and take up transport related benefits.

TfA prides itself on being a grassroots organisation that transport providers and commissioners take notice of.

Our recent successes included: campaigning to keep the manual boarding ramps on the London Underground that were used for the first time during the Paralympics. This has opened up the Tube to many thousands of people – particularly wheelchair and scooter users – for the first time in its 150 years history.

TfA also successfully lobbied parliament's Transport Select Committee to investigate access to transport for disabled and older people. Two months later, they announced an investigation into the effectiveness of

legislation relating to transport for disabled people. We gave evidence to the committee in April 2013.

As we approach the first anniversary of the Paralympic games which saw a record number of disabled people take up their 'right to ride'; we hope to use its legacy as a springboard to call for further change and improvements to the way the capital's transport services are planned and run.

We are searching for a dynamic individual with excellent communication skills to join our team and help make this happen.

Job details

Job Title	Communications and Projects Officer
Contract Duration:	Until September 2015. Subject to a 6 month probation period.
Salary	£27,000 (28 hours a week Pro Rata)
Pension	Employer contribution of 6% of gross salary to a private pension scheme of the employee's choice. (This is after the successful completion of a 6 month probation period).
Annual Leave	25 days (pro rata) Rising by 1 day for each year worked up 30 days (pro rata)
Reports to:	Director
Location:	TfA Offices in 336 Brixton Road, Brixton. London. SW9 7AA. Some travel will be required.

Job Role

The Communications and Projects officer will lead on external and internal communications at Transport for All; including managing the website and social media platforms. The officer will also manage the running of TfA's main project; currently the 'Power Up' project, which is a capacity building programme for London's disability sector run in partnership with Inclusion London.

Job Description

Strategy and Planning

1. Develop and implement a range of communication strategies that seek to enhance TfA's profile as well as creatively communicate our messages to a range of different stakeholders.
2. To plan and ensure the effective and successful running of all activities associated with TfA's main project.

External communications

3. Manage the website and ensure that its content is kept updated.
4. Lead on the running of our social media accounts and continue to build the organisation's online community of supporters across different social media platforms.
5. To carry out website, e-newsletter and social media data analysis and monitor trends and developments.
6. Edit a range of digital and printed communications including the website and newsletters (printed and on-line).
7. Commission and manage a range of freelance writers who provide copy for the above.
8. Assist in the design of printed publications like leaflets and newsletters.
9. Identify media opportunities and promote TfA's work to the media.

10. Maintain and grow TfA's relationships with journalists and other influential media stakeholders.
11. To lead on the implementation and use of software and data systems that support the above work

Internal communications

12. Regularly brief colleagues and Trustees to ensure that they are kept updated and 'on message' with all latest strategies and plans.
13. Work with the Administration and Membership Officer to ensure that members are kept up to date with latest news and events in their local areas and across London.

Projects

14. To lead in the organising of events, training sessions and all other activities related to TfA's main project – currently the 'Power Up' project.
15. To create effective systems that ensure the smooth running of all events and activities.
16. To liaise with trainers and facilitators in the developing of the training sessions and other events.
17. To promote the activities of TfA's project to potential beneficiaries using a variety of methods.
18. To ensure that all monitoring data is collected and evaluated.
19. To use monitoring data to highlight gaps or patterns in delivery and to act on this information.

General

1. To undertake any other duties as specified by the Director.

This is not an exhaustive list of duties and employees will be expected to perform different tasks if necessary.

Person Specification

Criteria	Essential	Desirable	Assessed?
Experience and skills			
Educated to degree standard or equivalent		X	Application
Experience of working in a role which has included planning and implementing a communications strategy		X	Application Interview Test
Excellent verbal and written communications skills appropriate to a diverse audience.	X		Application Interview Test Submission*
Ability to write copy for a range of publications.		X	Application Interview Test Submission*
Experience in using website Content Management Systems and social media; as well as analysing data and trends related to both.	X		Application Interview Test
Excellent IT skills.	X		Application Interview Test
Experience of design software such as Microsoft Publisher, Indesign and/or Photoshop.		X	Application Submission*
Experience of producing quality publications such as leaflets and newsletters.	X		Application Interview Test Submission*
Experience of working with the media (Social, on-line and print based) to promote a cause.	X		Application Interview Test Submission*
Proven ability to use own initiative to tackle problems and find solutions.	X		Interview Test
Experience of organising events and meetings.	X		Application Interview
Ability to manage a diverse workload.	X		Application Interview

Experience of collating data for monitoring submissions.		X	Application
Direct lived experience of being a Deaf or disabled person.		X	Application
Knowledge			
Commitment and understanding of the Social Model of Disability.	X		Application Interview
Knowledge of how inaccessible transport services affect disabled and older people in London.	X		Application Interview
Aptitude			
A team player	X		Interview
Good attention to detail	X		Test
Creative		X	Application Interview Test Submission*

*Applicants are requested to submit up to three examples of previous work to showcase their skills and experience. This could include: examples of written work, (on line or printed), newsletters or flyers that have been written and/or designed, articles placed in the media or anything else that is deemed to be relevant. Clearly state your role in the production of the work you submit.

All shortlisted candidates will be asked to complete a short test as part of the interview process.

Transportforall

Accessible transport is our right

Application for the role of Communication and Projects Officer

How did you learn of this vacancy?

Name:

Surname:

Address:

Home no:

Work no:

Mobile no:

Email:

Name, address of present/most recent employer

Telephone no:

Email:

Current post title and brief description of duties:

Current pay:

Period of notice required by current employer:

References:

Please give names and address of two referees, one of whom should be your current or most recent employer.

1.	Employer	2.	Employer/Personal
Name		Name	
Job Title		Job Title	
Company		Company	
Address		Address	
Telephone no		Telephone no	
Email		Email	

Education

General Education	Level	Grade
--------------------------	--------------	--------------

Further Education/Professional Qualification	Qualification	Grade
---	----------------------	--------------

Employment History

Name and address of employer (Most recent first)	Position	Key Achievements	Reason for Leaving
---	-----------------	-------------------------	-----------------------------------

Supporting Statement

This is an opportunity to draw attention to your skills, experience, knowledge and interests which make you suitable for the post. **Please make particular reference to the Job Description and Person Specification and as much as possible cover all the points.** Use additional sheets if necessary.

Declaration

The information given in this application is, to the best of my knowledge, true and accurate. I understand that any false declarations may lead to the withdrawal of a job offer or termination of employment.

Signature of applicant:

Date:

Please email or post your completed application form to:

Email: faryal@transportforall.org.uk

Post: Transport for All. 336 Brixton Road. London SW9 7AA

**The deadline for all applications is 17:00 Tuesday 23rd
January 2014**

Transportforall

Accessible transport is our right

Equal Opportunities Monitoring Form

Monitoring the diversity of our applicants and staff is an essential part of TfA's commitment to Equality and Diversity. Please complete this form and return it with your application form. It is entirely confidential and will not be made available to those involved in shortlisting or the selection process, or for any purpose other than monitoring and statistical reporting.

1. How would you describe your ethnic origin (tick one)?

White	Mixed	Asian/Asian British	Black/Black British	Other Ethnic Groups
British	What & Black Caribbean	Indian	Caribbean	Chinese
Irish	White & Black African	Pakistani	African	Vietnamese
Portuguese	White & Asian	Bangladeshi	Black other – please specify	Other – please specify
Other – please specify	Any other mixed background – please specify	Any other South Asian – please specify		

2. Gender: Male Female

3. Do you consider yourself to be transgender? Yes No Prefer not to say

4. Are you: Lesbian Bisexual Gay Prefer not to say

5. Do you consider yourself to be a disabled person?

Yes No Prefer not to say

6. Age 18-25 26-40 41-65 65+