



## **Job Pack**

### **Events and Marketing Officer**

Thank you for your interest in this role. In this pack please find:

- Information about CPAG and about the role
- Terms and Conditions of Employment
- Job description
- Person specification
- Application form

To apply, please return the application form, taking particular care to provide full details of how you meet the person specification.

Please send your application to [recruitment@cpag.org.uk](mailto:recruitment@cpag.org.uk)

**Closing date for applications:** midnight, Sunday 9<sup>th</sup> June 2024.

**Interview will be held on:** week commencing 17<sup>th</sup> June 2024.

If you require further information or need us to make any special arrangements to enable you to participate in the selection process, please contact our People and Culture Officer, at [recruitment@cpag.org.uk](mailto:recruitment@cpag.org.uk).

### **RECRUITMENT MONITORING**

In the interests of monitoring our recruitment procedures we would be grateful if you complete our recruitment monitoring form at the end of the application form.

The form should take no longer than 5 minutes to complete and will not form part of the selection process.



## **Job Pack**

### **Events and Marketing Officer**

#### **About CPAG**

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. It doesn't have to be like this. We use our understanding of what causes poverty and the impact it has on children's lives to campaign for policies that will prevent and solve poverty – for good. We provide training, advice and information to make sure hard-up families get the financial support they need. We also carry out high profile legal work to establish and protect families' rights.

#### **Our vision**

Our vision is of a society free of child poverty, where all children can enjoy a childhood free of financial hardship and have a fair chance in life to reach their full potential.

#### **Our mission**

Our mission is to promote action to prevent and end poverty among children and families with children in the UK.

#### **Our beliefs**

CPAG policy positions have stood the test of time for six decades. We hold that child poverty is relative to the society families live in and is characterised by a lack of resources. It is neither necessary nor inevitable and is responsive to policy action. Policy solutions should focus on adequate incomes, prioritise prevention rather than relief, and means-testing should be avoided wherever possible. When governments adopt our solutions, child poverty falls.

#### **Our values**

- Ambitious – child poverty isn't inevitable, and we won't stop until no child grows up in financial hardship.
- Voice – our work is informed by the voices of children and families
- Evidence based – we advocate solutions to child poverty based on the evidence
- Leadership – we are the leading advocates for children and families in poverty in the UK
- Independent – we are not afraid to speak out

#### **Our theory of change**

- By promoting our values, we advance the public and political will for a society free of child poverty
- By developing evidence-based solutions, we encourage policymakers and practitioners to act to prevent and end child poverty
- By campaigning, we work towards social and political change that will keep families from poverty
- By developing and sharing our social security expertise, we help maximise families' resources and inform our evidence for change.

## What We Do

### Policy and campaigning

We seek to achieve positive outcomes through our high-profile campaigning work – using evidence to influence government and media. We publish research and information on the causes and effects of child poverty (including briefing materials on our website - [cpag.org.uk](http://cpag.org.uk)) and seek radical and practical solutions. Our journal *Poverty*, published three times a year, carries articles and features to inform and stimulate debate on poverty, its causes and consequences, and the action required to tackle it.

### Rights and Advice

We provide expert advice, training and information to welfare rights advisers, lawyers and others on all aspects of the social security and tax credit systems. Our staff in London and Glasgow respond to around 7,300 queries a year from advisers. Our bi-monthly *Welfare Rights Bulletin* keeps them up-to-date on new legislation and developments. During the year we reached 12,300 beneficiaries through our training, conferences and seminars. Through carefully selected test cases, we challenge unjust legislation, unfair or discriminatory decisions.

### Publishing and Resources

CPAG publishes the major handbooks used by thousands of advisers, community workers, lawyers and members of the public. The *Welfare Benefits and Tax Credits Handbook* gives full coverage of all aspects of social security and tax credits. We publish handbooks and resources on housing benefit, child support, fuel rights, debt advice, benefits for migrants, council tax, student support and personal finance. AskCPAG is our platform for advisers to access up-to-date information and tools to navigate the complexities of the social security system. For more information, visit [askcpag.org.uk](http://askcpag.org.uk).

There are currently two offices from which this work is undertaken, the main office being in London and CPAG in Scotland, located in Glasgow. There is a recognised union to which most permanent staff belong.

### Background to the Post

Child Poverty Action Group works on behalf of the more than one in four children in the UK growing up in poverty. We use our understanding of what causes poverty and the impact it has on children's lives to campaign for policies that will prevent and solve poverty – for good.

To help ensure that advisers have the resources and knowledge they need to help low-income families access financial support, we produce and publish our own sector-leading publications. We also develop and deliver a comprehensive training programme, covering all the latest social security challenges and developments.

From income maximisation for older people, to mental health and benefits, we offer training courses on a wide range of topics to thousands of advisers each year. Our training events are held online and in-person, and range from Zoom courses for smaller groups to large scale face-to-face conferences attended by hundreds of advisers. The Events and Marketing Officer plays a pivotal role in ensuring the seamless execution and promotion of this dynamic events programme.

## Terms and conditions of employment

- Job title:** Events and Marketing Officer
- Contract:** 2 year fixed term contract
- Location:** Hybrid or Office based
- Salary:** £35,418 - £39,146 plus an automatic enrolment into CPAG's nominated Group Personal Pension Scheme.
- Hours:** 35 per week. We can be flexible about the terms and conditions of employment. We welcome applications from individuals with the skills and experience listed in the person specification, and we would be more than happy to discuss alternative working arrangements.
- Annual leave:** 30 days a year annual leave (as well as 4 days during the Christmas/New Year period when the office closes down).
- Other benefits:** Interest free travel loan, automatic enrolment into CPAG's nominated Group Personal Pension Scheme, income protection insurance and 'death in service' provision, and a range of leave entitlements for family and other reasons and other wellbeing benefits (details are on the attached sheet).

There is a six-month probation period for this post.

## CPAG's Commitment to Equal Opportunities

Everyone has the right to be treated with fairness, dignity and respect and to live free from discrimination. We recognise there is an organisational responsibility to tackle inequality and encourage diversity in respect of both the work we undertake and the people we employ and also that every employee of the organisation has personal responsibility to abide by and promote the policy.

CPAG recognises that discrimination can occur and will promote anti-discriminatory practices for people who may be discriminated against on grounds of race, colour, nationality, ethnic origin, religion, belief, gender, class, HIV & AIDS, age, disability, marital status, pregnancy, people who are gay, lesbian or transgender, people who have dependents or people who are using mental health services.

We are proud to be an organisation that is not afraid to point out injustice and inequality and have policies in place that recognise the importance of equality and diversity. However, we know as an organisation that there is always room for improvement. We acknowledge the problem with racial diversity within the charity sector and we are committed to taking action to change this. In trying to achieve social change, greater fairness and equality, we must also hold ourselves to account. We want to build a diverse group of talented people working towards our shared vision.

To this end we have set up an Equity, Diversity and Inclusion (EDI) group to advise on and help lead this work. Championed by our Board and leadership, we aim for EDI to be embedded throughout our organisation and strategy. We are committed to making change where it is needed and look forward to being part of a sector that prioritises diversity and equality.

We are prepared to invest resource, to where possible recruit for potential rather than seek perfection and recognise the need for a better understanding of racial and other biases in order to reflect the communities

we work in. We continue to value the insights brought to the organisation through lived experience. CPAG needs to be a safe place to work, to challenge and feel safe to have uncomfortable conversations.

## **Additional Information on Terms and Conditions of Employment**

### **Employment**

- 30 days annual leave
- 4 additional days paid leave during the office Christmas closure
- 9 bank holidays (English & Welsh bank holidays + 2<sup>nd</sup> of January Scottish bank holiday)
- 26 weeks paid maternity leave and 13 weeks of maternity leave at the current rate of SMP
- Shared Parental Leave
- 6 weeks paid leave for staff whose partner has or adopts a baby
- 6 weeks paid paternity leave including a maximum of 2 weeks statutory paternity pay
- 13 weeks unpaid parental leave for parents or guardians of children up to age 16 (18 weeks for parents or guardians of disabled children)
- 10 days paid leave for staff members who have to care for a dependent
- 5 days paid leave for urgent domestic reasons
- 5 days paid leave for staff who carry out public duties
- 10 days paid study leave subject to agreement by CPAG
- An unpaid career break of up to 6 months available to staff after 2 years' service
- Time off in lieu, flexible working options and flexitime to allow staff to work flexibly

Arrangements apply pro rata to part-time staff and basic annual leave dependant on start date and hours and runs from April to March.

### **Other benefits**

- Access to Employee Assistance Programme and BUPA Healthy Minds counselling
- Occupational Health Service
- Group Personal Health Insurance
- Flu jab vouchers
- Eye sight tests and vouchers
- Season ticket loan
- Cycle to Work scheme
- Monthly staff socials and regular staff away days and Christmas lunch



## **Job Description**

### **Events and Marketing Officer**

**Title:** Events and Marketing Officer

**Reports To:** Director of Business

**Team:** Business Team

**Grade:** B

#### **Main purpose of job**

The Events and Marketing Officer will work with the Events and Training Manager to ensure the smooth operation and promotion of CPAG's training and events programme.

#### **Tasks and Responsibilities**

- Liaising with clients and trainers to ensure the effective co-ordination and logistics of CPAG's training and events programme:
  - Distributing information and materials to training delegates in a timely manner
  - Providing technical support to trainers during online and face-to-face courses
  - Working with the Training Team to quickly answer queries and problem solve to ensure the smooth delivery of the training and events programme
- Assisting with copywriting and proofreading for a range of digital and traditional communications
- Ensuring brand guidelines and marketing plans are followed by regularly updating the training materials
- Helping to ensure quality assurance of all CPAG events through feedback monitoring and reporting
- Tracking training operations and reporting on event progress to the Training & Events Manager in a timely manner
- Monitoring the training inbox and responding to customer queries by telephone and email
- Managing database entries (including processing training bookings), ensuring contacts, activities and customer details are up to date and GDPR compliant
- Carrying out any other duties, as required in support of the Business Team
- To ensure compliance with all CPAG's policies and code of conduct, with specific attention to Diversity and Equality.
- To take on any other reasonable tasks which contribute to achievement of the job purpose and the aims of CPAG.

## Person Specification – Events and Marketing Officer

### Experience

Essential	Desirable
Customer service experience	CRM/database experience
Office/administration experience	Marketing experience
Experience of running virtual or in person events	Experience with running large events such as conferences and seminars

### Skills/Abilities/Knowledge

Essential	Desirable
Excellent communication skills, both written and verbal	Proficiency with marketing and design software (e.g. MailChimp, Engaging Networks, Canva and Adobe Creative Suite).
Evidence of strong organisational and prioritisation skills	Video editing using Adobe Creative Suite
Evidence of strong attention to detail	Troubleshooting and providing technical support on Zoom
Confidence to use own initiative and manage own workload, anticipating and proactively solving important issues	
Ability to work effectively in a fast-paced environment	
Very strong interpersonal skills, including delivering very high level of customer service	
Ability to work to deadlines	
Good working knowledge of MS Office applications (Word, Excel and PowerPoint) and online meeting platforms such as Zoom or Microsoft Teams	

### Personal qualities

Essential	Desirable
Commitment to CPAG's aims and objectives	
Commitment to CPAG's diversity and equality policy	
Ability to spend occasional nights away from home on business	