

SCOTTY'S LITTLE SOLDIERS

The charity for bereaved British Forces Children



SUPPORTER TEAM: FACEBOOK FUNDRAISING & SOCIAL MEDIA

An exciting opportunity to join the team and help the charity maximise supporter engagement through Facebook fundraising.



www.scottyslittlesoldiers.co.uk/jobs

Registered Charity No. 1136854



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INTRODUCTION

A MESSAGE FROM NIKKI

Hi, I'm Nikki, the Founder of Scotty's Little Soldiers. I set up the charity after my husband Cpl Lee Scott was killed in Afghanistan in 2009. I witnessed first-hand the effect the death of a serving parent can have on a child. My son Kai was 5 years old at the time of his dad's death and our daughter Brooke was just 7 months old. Telling Kai his daddy wasn't coming home is the hardest thing I have ever had to do.

It was on a family holiday 9 months after Lee's death that I saw Kai laughing while he was playing in the swimming pool and realised it was the first time I had seen him smile since his dad had been killed. I wondered how many other children had also experienced the death of a parent who served in the British Forces but hadn't had that opportunity to smile again. I decided to set up Scotty's to do just that, to #HelpTheirChildrenSmile.

Nikki



A NOTE FROM OUR CEO

Thank you for taking a closer look at our brand new Facebook Fundraising role. We're so proud of the hard work the team does here at Scotty's and the opportunity to grow that team is really exciting.

We've got so many amazing plans to support even more bereaved young people in the future, but we can't do it without our supporters joining us on the journey.

Having successfully tested Facebook Fundraising in 2021 we're looking for someone to join the team and take responsibility for maximising our opportunities using the fundraising tools offered by Facebook. As well as this big focus on Facebook, there will also be the opportunity to get involved in some other social media focused work to help engage the charity's supporters even more.

We think this is a really exciting and fun role which could have a huge impact on how we engage supporters through the largest social media platform in the World.

We look forward to hearing from you.

Stuart



ABOUT SCOTTY'S LITTLE SOLDIERS

Scotty's Little Soldiers supports children and young people aged 0-25 who have experienced the death of a parent who served in the British Armed Forces of the Crown.

In 2020 we provided direct support to 450 bereaved Service children across the UK and even internationally. This includes families from the British Army, the Royal Air Force, Royal Navy and Royal Marines, and both regular and reserve forces.

Our help to bereaved Service families is delivered through 4 Family Programmes; SMILES, SUPPORT, STRIDES and SPRINGBOARD.

The SMILES Programme does what it says on the tin, it's a range of fun based activities which help our members feel part of a community, let them know the British public hasn't forgotten their sacrifice and gives them the chance to smile again.

Our SUPPORT programme offers help with our beneficiaries' emotional health and well-being, including access to professional bereavement support. Our Families Support Team provide timely guidance to beneficiaries and their parents/carers.

Our STRIDES and SPRINGBOARD Programmes are both focused on education and development needs. STRIDES includes a range of small grants and provides assistance to those at the 'business-end' of their education, the 14-18 year old cohort. SPRINGBOARD builds on the foundations of STRIDES and offers a range of grants and activities for young adults aged 18-25 focused on career development.



SMILES
PROGRAMME



SUPPORT
PROGRAMME



STRIDES
PROGRAMME



SPRINGBOARD
PROGRAMME



SCOTT'S FILMMAKER - STEPHEN

THE ROLE

SUPPORTER TEAM: FACEBOOK FUNDRAISING & SOCIAL MEDIA

INTRODUCTION

Scotty's Little Soldiers, the charity for bereaved British Forces children, provides help to young people aged 0-25 through 4 Family Programmes: Smiles (fun & engagement), Support (emotional health & well-being), Strides (education & development) & Springboard (19-25 year olds).

As the demand for the charity's services increases so too does the need for us to develop sustainable income streams. After successfully testing fundraising challenges through Facebook in 2021 we're looking for someone to take responsibility for all of our Facebook related fundraising (70%) as well as some additional social media supporter engagement work (30%).

SUMMARY

We have a long-term goal to be supporting 1,000+ bereaved children and young people annually by 2030. That means doubling our current level of support which will also mean doubling our income in order to fund that growth. We've identified Facebook Fundraising as a key way to do that and we're looking for someone to join our small but passionate team to focus on this growth income stream.

RESPONSIBILITIES OF THE ROLE;

- Develop and implement an annual programme of Facebook based challenges, with 4 to 5 key events in 2022.
- Increase engagement with the charity's supporters through the use of Facebook's fundraising tools.
- Research and develop new engagement and fundraising opportunities through Facebook and maximise existing ones such as Birthday fundraisers.
- Become the charity's resident expert in Facebook fundraising opportunities.
- Manage all supporter communications around our Facebook challenges including the administration of private groups, direct messages and in-post comments, creating a supportive and motivated community.
- Work with the wider Supporter Team to promote and maximise supporter participation of Facebook challenges.
- Create great Supporter journeys and experiences, and effectively develop relationships with supporters where they feel valued through our social media interactions with them.
- Work with team members to create and develop effective advertising campaigns to encourage support such as participation in Facebook challenges, subscriptions to Overwatch and birthday fundraising.
- Whilst the challenges are 'live' this will occupy a larger percentage of the role, however approximately 30% of the role will also include other social media & digital marketing responsibilities which could include, depending on the charity's current priorities:
 - » Ownership of particular social media platforms (such as TikTok, LinkedIn, Instagram etc) or,

- » The digital marketing responsibility for some of the charity's sub-brands, such as the Fear Naught merchandise range, or Scotty Challenges fundraising activities.
- » Working with the wider Supporter Engagement team on digital marketing opportunities and content creation.



OUR CULTURE & WORKING AT SCOTTY'S

Our culture is what makes Scotty's different. We don't just talk about having core values, we live them. We are dedicated to the mission of providing relief from the effects of bereavement to young people who have experienced the death of a parent who served with the Armed Forces of the Crown.

We think it's a fun and rewarding place to work but that doesn't mean that it's an easy place to work. We all have the freedom to manage our own working day but that means we also have to be highly self-motivated and disciplined.

OUR CORE VALUES



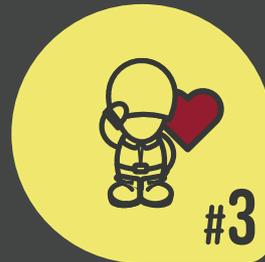
FAMILIES COME FIRST

Our beneficiaries are the sole reason we are here. For every decision we make and every action we take, we ask ourselves how this takes us closer to completing our Mission.



EVERYONE A SUPPORTER, EVERY SUPPORTER A V.I.P

Everyone who walks through our doors has the potential to support the charity. Without that support we can't achieve our Mission. Everyone is a potential supporter & every supporter should be treated like a V.I.P.



LOVE WHAT YOU DO

When you truly love what you do it shouldn't feel like work, and when it doesn't feel like work you can achieve great things. We work as a team towards one goal, our Mission.



REMEMBER EVERYDAY

For our beneficiaries Remembrance isn't just one day of the year, it's everyday of the year. We remember the sacrifices made by these families, everyday.

These four values guide us. We don't take short cuts or quick wins if it means compromising on our principals. Many people say they're a team player, are highly motivated, productive and a self-starter, but in reality, not everyone is. That's fine but if you aren't, you might struggle in our team. If that genuinely sounds like you, then you're likely to thrive at Scotty's.

Check out our full culture code at www.scottyslittlesoldiers.co.uk/culture and decide if you're what we're looking for.



CHILD & YOUNG PERSON BEREAVEMENT SUPPORT - MARK

TERMS, CONDITIONS & BENEFITS

JOB TITLES: Supporter Team: Facebook Fundraising & Social Media

LOCATION: Office Based, King's Lynn

CONTRACT: Full-Time (37.5 hours)

SALARY: £25,000 P.A.

BENEFITS

We know the amazing feeling that comes from working at a charity like Scotty's and seeing how what you do each day has a hugely positive impact on the lives of other people. We also know that we can't just rely on the nice fuzzy feeling we get if we want to recruit the best people to join our team. That's why we're working hard to create a place that is amazing to work at. We judge team members not on whether they work long hours but on the impact of the work they do. We believe that having a good work/life balance and ensuring our team spends plenty of time with their families results in even better work impact in the long run. That said, don't mistake working at Scotty's as a nice and easy place to work. It's fun but it's also hard work. Here are some of the benefits you can expect as one of the team.

HOLIDAY

Our permanent team members have Unlimited Holiday. We trust our team to take the time they need whilst managing their responsibilities.

PENSION

We have a simple NEST Pension scheme available to all permanent full-time employees. We can provide further details at the interview stage of the application process.

FLEXIBLE WORKING

Life is full of lots of little unexpected twists and turns. Our team members know that should the unexpected happen, we'll support them. We do our best to work around each team members individual requirements but typically we have three working day options:

08:00 - 16:00

09:00 - 17:00

10:00 - 18:00

TERMS, CONDITIONS & BENEFITS

OTHER BENEFITS

We have a small range of other benefits including Freedom Friday (finish an hour early on the last Friday of the month), Free Fruit Monday (help yourself) and free subscriptions to the Headspace App.

All of our team have access to laptops to allow flexibility in their work and we have an active Bike to Work scheme for permanent team members.

One of our goals for 2022 is to relocate to a new office. A long-term home, still within King's Lynn, which will provide a better collaborative working space for the team.



WHAT HAPPENS NEXT & F.A.Q'S

HOW DO I APPLY?

If you think you're the perfect person for this role please let us know why! We want to hear why you feel you have the personal attributes we are looking for, and how you meet the relevant skills, knowledge and experience we are seeking. Please send your completed application form, CV and covering letter to team@scottyslittlesoldiers.co.uk.

WHEN IS THE APPLICATION CLOSING DATE?

The closing date for applications is 28th November 2021.

WHAT HAPPENS NEXT?

We'll contact shortlisted candidates via email and arrange an initial online interview. This will be followed by an in-person interview at our office in King's Lynn.

WHY OFFICE BASED?

We love using technology to help us become more efficient but we've also seen the benefit of working closely together as a team. We soak up what's going on around us and develop a unique understanding of what our beneficiaries need. At this stage of the charity's development we've found that a close knit team working collaboratively together in the same office has been hugely positive for our culture and our impact.

WHAT IF I HAVE A QUESTION ABOUT THE ROLE?

Please email your question(s) to team@scottyslittlesoldiers.co.uk and a member of the team will get back to you as soon as possible.

WHEN WOULD I START?

It would be great to find the right person to kick off the new year but the most important factor for us is to find the right person, so we're happy to wait a bit longer if need be.

SAFEGUARDING AT SCOTTY'S

Scotty's Little Soldiers is committed to safeguarding and promoting the welfare of children and young people, and expects all team members to share this commitment. Please note the successful candidate will be required to undertake an enhanced DBS check prior to starting employment.

#HelpTheirChildrenSmile



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