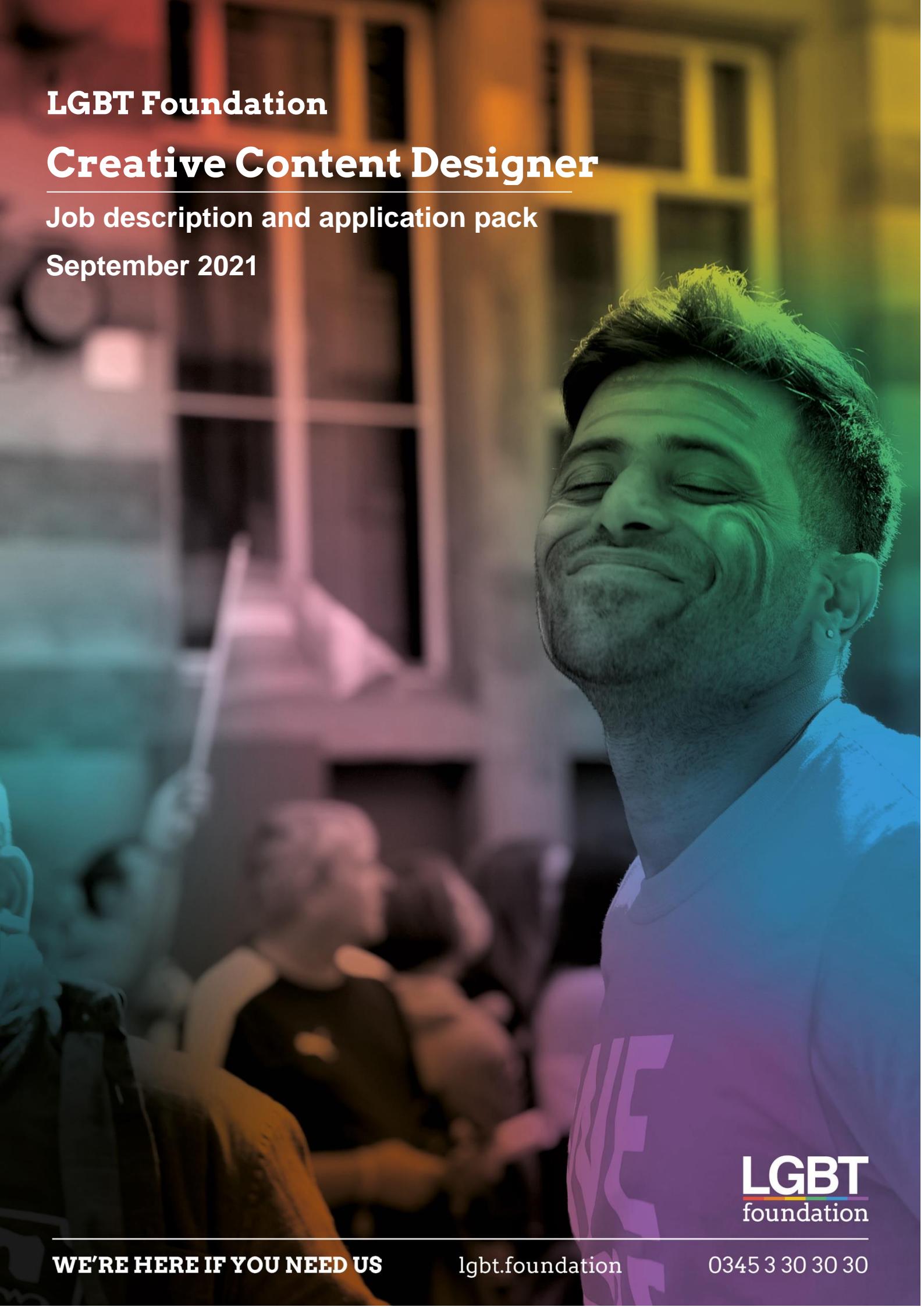


LGBT Foundation

Creative Content Designer

Job description and application pack

September 2021



LGBT
foundation

WE'RE HERE IF YOU NEED US

lgbt.foundation

0345 3 30 30 30

*Strong communities are born out of individuals
being their best selves.*

Leanne Betasamosake Simpson

scholar, writer and artist

Contents

WELCOME FROM OUR CHIEF EXECUTIVE	4
OUR HISTORY	5
WHAT WE DO	6
OUR VALUES	8
WHAT OUR STAFF SAY	9
OUR STAFF SURVEY	10
OUR COMMITMENTS TO ANTI-RACISM AND INCLUSION	11
APPLYING FOR THIS ROLE	12

Appendices

- Job Description
- Person Specification
- Terms and Conditions & Colleague Benefits
- Summary of Lockdown Measures put in place

WELCOME FROM OUR CHIEF EXECUTIVE



Welcome to the first step on your LGBT Foundation journey - I'm delighted to see you're thinking about joining us and can't wait to see the skills and experience you can bring to the team.

Every day at LGBT Foundation, we're working hard to make reality our vision of a fair and equal society where all lesbian, gay, bi and trans people can reach their full potential.

LGBT Foundation makes a difference. A big difference. We provide direct help to more than 40,000 people each year, many of whom are at a crisis point. We give advice, support and information to many, many more. The amazing staff and volunteers of LGBT Foundation save lives, build people's confidence, make our communities safer, and successfully campaign for change.

Based in Manchester, but working across the country, LGBT Foundation has grown to provide the most services for LGBT people in the charity sector, and we are one of the most influential and recognisable LGBT charities in the country.

Central to any charity's success is their people. We currently employ over 70 hard-working team members committed to creating a fair and equal society for all LGBT people.

Each one of our people began their journey with us just like you - by seeing an LGBT Foundation

vacancy that caught their eye and submitting an application.

We've worked hard to make LGBT Foundation the best place to work. In 2020 we were certified as an Investors In People Gold employer, highlighting our commitment to our people. As a charity we know that when our people thrive, our organisation succeeds. And when our organisation succeeds, equality wins.

However, we know that we have not always got it right and we have work to do to ensure that QTIPoC (Queer, Trans, Intersex People of Colour) are better represented in our staff team and in service design. We intend to continue to build on the progress we've made to make LGBT Foundation a place where everyone can bring their whole selves to work. As we continue to operate remotely, we ensure our team remains connected, supported, and we still stand together as one.

Our values of Passion, Empowerment, Integrity and Respect, are central to everything we do. Our people come from a vast array of different backgrounds and experiences, both personally and professionally, but what unites us are those values and our commitment to making this world a better place for LGBT communities.

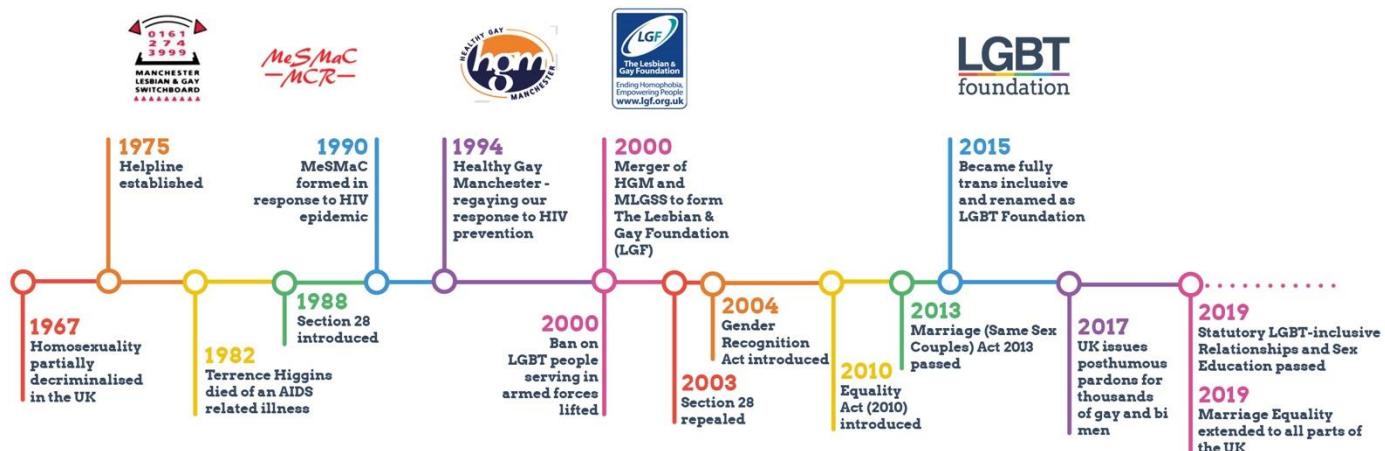
Thank you for your interest – and I really do hope you will consider being part of LGBT Foundation's amazing story. Good luck!

Paul Martin OBE (he/him)
Chief Executive, LGBT Foundation

OUR HISTORY

LGBT Foundation is built upon a rich and passionate history of grassroots activism and community involvement.

Combining the pedigrees of Manchester Lesbian & Gay Switchboard, MeSMAC Manchester, Healthy Gay Manchester and The Lesbian & Gay Foundation, we have an enviable track record that dates back to the 1970s.



Over the last five decades, we've provided a listening ear, a friendly smile, life-saving information, life-enhancing services and support to LGBT people who've often been excluded from support services. We've also worked with allies across the country to lobby for and achieve political and social equality.

Throughout this time, we've witnessed and responded to:

- the country's response to the decriminalisation of homosexuality
- the emergence of HIV and AIDS and its devastating impact as well as inspirational response from our communities
- the passing and the subsequent abolition of Section 28
- the removal of homosexuality from the WHO list of mental illnesses
- the ending of the ban on LGBT people serving in the armed forces
- the gaining of adoption rights for same sex couples and equal birth rights for lesbians and bisexual women
- the passing of the Gender Recognition Act (2004)
- essential workplace protections as well as protections in the provision of goods and services for all LGBT people
- the introduction of Civil Partnerships and most recently same sex marriage equality
- the posthumous pardoning of thousands of gay and bi men
- the introduction of LGBT-inclusive relationship and sex education

WHAT WE DO

LGBT Foundation is here to make a difference to the lives of LGBT people. We save lives and empower LGBT people to change their behaviours with our huge range of affirming, welcoming and non-judgemental services.

Every single day we provide help and support to LGBT people, many of whom don't receive assistance from anywhere else. We also improve outcomes for LGBT communities through working strategically, conducting research and collaborating with our partners.

Encouraging Wellbeing

We work to increase confidence and reduce isolation amongst our communities, enabling people to flourish.



Talking Therapies Service User

“ ‘Whoever you are is good enough’, my counsellor told me this morning. Thank you LGBT Foundation for supporting me as I navigate my way through my worries and questions of my gender identity. It means so much to be able to talk to someone who understands how and what I’m feeling.

“

Achieving Equality

We are making change happen by ensuring that LGBT people's voices are heard and helping to make the world a more equal place for LGBT people.



Pride in Practice Training Attendee

“ It's fantastic. So informative and educational and will definitely help me in practice and private life. You think you know how to be equal, but it's more about equity.

“

Promoting Safety

We are helping people feel more confident and in control of their lives- LGBT people should feel safe and be safe, wherever they are.



Sexual Health Clinic Service User

“ I was pretty nervous as a trans man regarding the questions that I would be asked or the assumptions that would be made but I found the experience very inclusive and knowledgeable. Everyone involved in the process was approachable and friendly, I will definitely recommend the service to my trans and queer friends.

“

Our People

We're people powered- professional and knowledgeable in our approach, friendly and helpful with everyone

What is your favourite thing about volunteering at LGBT Foundation? (Responses from our 2019-20 Volunteer Survey)



“ “Helping, purpose, pride” - “Doing work I believe in with people I enjoy spending time with” - “To see people getting along, making friends, support and laughter at my events” - “Being a part of something, sense of belonging”

“

We pride ourselves on being proactive as well as entrepreneurial, creating opportunities and adapting to changing circumstances. Each year we support more than 40,000 people and provide online advice and information to a further 600,000 individuals, more than any other organisation of our kind in the UK. We achieve this with an average satisfaction rate of 98%. For every £2 invested in our activities, New Economy estimates that we save the public sector in Greater Manchester £10.90.

As an organisation continually striving for excellence, we are live to emerging trends, including the increasing complexity of need experienced by many of our service users. As a result, we are constantly refining the way in which our services are delivered in order to meet the needs of our communities. We are working hard to embed a trauma-informed, anti-racist and intersectional approaches to our services.

As a charity close to its communities, we've developed a clear strategic vision, underpinned by a strong values framework, and secured by a robust evidence base. We're planning for the long term to ensure that LGBT people do not remain invisible and that the differing and intersecting needs of our communities are recognised and responded to. We remain at heart ultimately optimistic for a future where every LGBT person can achieve their full potential.



OUR VALUES

To help guide us in our work and deal with the opportunities as well as the challenges ahead, the trustees, volunteers and staff have collectively agreed upon four key values that will underpin all that we do.

Passion: We are passionate about what we do, ensuring that everyone who comes into contact with us has the best possible experience. Our passion for our cause is what drives us. As staff, volunteers and trustees we dedicate our skills, experience and time to improving the lives with and on behalf of LGBT people. We strive daily to ensure that everyone who comes into contact with LGBT Foundation has an excellent experience. Our passion motivates us to pursue the highest standards in our interactions with service users, colleagues, funders, partners, customers, influencers and suppliers.

Integrity: We are professional and honest, holding ourselves accountable to the highest ethical and performance standards. Through acting with integrity we earn trust and respect. Behaving professionally and honestly builds on the excellent reputation of the charity and our work. We hold our actions, behaviours and services up to the highest ethical standards and constantly review our performance. Feedback from our communities, colleagues and service users is encouraged and acted upon. We value robust internal and external scrutiny and embrace accreditation as validation of our efforts. Our integrity motivates us to deliver high quality governance, services, insight and business support every day.

Empowerment: We are committed to enabling everyone to flourish, creating time and space for good people to do great things. We empower people to achieve their full potential. Enabling people to feel empowered results in improved resilience and better outcomes. We use every opportunity to actively build on strengths and seek support in improving development areas.

We prioritise making time and opportunities for growth. Empowering our people and the people we serve amplifies what we can achieve collectively.

Respect: We are respectful of ourselves and each other, celebrating difference and trusting people to do what's right. We treat everyone we meet with respect. We take responsibility for treating ourselves, our work and the work of our volunteers and colleagues with respect. We value the diversity of identity/backgrounds, experience, skills and abilities that our service users, volunteers, staff and trustees bring to the work we do. We trust people to do the right thing and provide constructive, supportive feedback to drive constant improvement. Respecting each other and each other's work creates a supportive environment in which to receive services, work and volunteer.

WHAT OUR STAFF SAY



Tolu Ajayi (He/Him)

Initially, I was wary of the transition from grassroots organising to a charity structure; unsure I was qualified enough and that I mightn't fit the workspace culture. On starting the role however, I've thankfully learned there's a level of freedom here which encourages and celebrates individuality as well as community.

Claudia Carvell (She/Her)

Through my time at LGBT Foundation, my most valued learning was from my colleagues who brought a wealth of expertise, experience and passion.

At our best, we worked collaboratively and were able to bring all of ourselves to the table to make decisions and influence change.



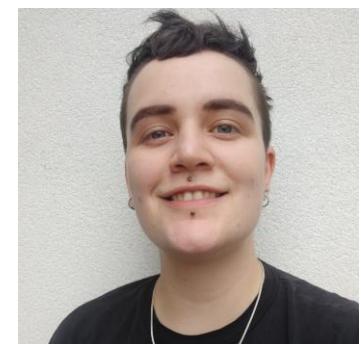
Andrew Gilliver (He/Him)

2021 is my twenty-first year with LGBT Foundation so I guess you could say it has been a big part of my identity this century.

This really is the best job I have had to date. It is hard work but it is so rewarding to be part of such a progressive and enthusiastic group of people who just want to make sure all of us have access to the best services possible.

Aben Ripley (They/Them)

Starting during 2020 has been (very!) surreal, however I have felt supported every step of the way and warmly embraced into the team. There's a real sense of together-ness and unity that I have been seeking in my work for a long time. I am incredibly proud to work for this organisation and to have found work where I am so effortlessly respected and celebrated for my lived experience as a trans non-binary individual.



OUR STAFF SURVEY

“The staff team must rate as one of the most passionate, engaged and motivated staff teams I have worked with” - Investors In People Insight Summary, 2020

Each year we conduct a staff survey to measure how our people feel about working at LGBT Foundation. We don't consider staff surveys to be the end of a conversation, but the start of one to make LGBT Foundation a better place for our people. In 2020, we were certified an Investors In People Gold employer. We intend to continue to build on the progress we've made to ensure that LGBT Foundation is the best place possible to work. In our 2020 staff survey, our people said:

86%

would recommend LGBT Foundation as a great place to work

90%

said LGBT Foundation has improved advice and support for LGBT people

90%

felt they understood how their role linked to the organisation's objectives

82%

agreed they had the resources they needed to take the lead

88%

understood how their learning was linked to their development

80%

felt their achievements were recognised across the organisation

OUR COMMITMENTS TO ANTI-RACISM AND INCLUSION

We are on a continued journey to ensure that our leadership, culture, and service delivery is truly inclusive. Organisations thrive when everyone can bring their whole selves to work. We want to support all staff with multi intersecting identities to engage in all aspects of LGBT Foundations work whilst celebrating our differences. We welcome people from all ages, abilities, gender identities, race, faith, and socioeconomic backgrounds. We also have a number of staff network groups which provide peer support and safe spaces for members.

Here are some things we are really proud of:

- People of Colour represent 38% of our board membership
- Our most recent data showed that 26% of our workforce identify as trans or non-binary
- Our most recent data showed that 32% of our work force identify as having a disability
- We are developing a range of staff support networks, including networks for colleagues of colour and our trans & non-binary staff
- We have a range of dedicated programmes of work for a range of equality groups, including QTIPoC (Queer, Trans, Intersex People of Colour), Bi Programme, Women's Programme, Trans & Non-binary Programme and Pride in Ageing Programme
- Mandatory organisation-wide trans and non-binary training

While we have made significant and meaningful progress in these areas, there is still a long way to go. We know that there are some communities that we have failed to represent adequately in decision-making processes and this has implications for our service delivery. We are changing that to ensure our service design has all LGBT people in mind. We are committed to inclusion and embedding anti-racism into the fabric of LGBT Foundation. These are our key priorities over the next 12 months:

- Conduct external anti-racism training for all staff and trustees
- Deliver fully inclusive recruitment training for all hiring staff and trustees
- Further develop our work on co-production
- Continue developing fully inclusive services

APPLYING FOR THIS ROLE

We're delighted to hear you're thinking about joining us. We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans, non-binary and/or older people (aged 50+), to continue to improve the representation of colleagues from these communities in our staff team.

Please read the job description below carefully to think about how you are suitable for the role. In your application form part 2, please answer 4 questions based upon your knowledge, understanding and experience so we can shortlist and evaluate whether you the right person for this role. You can choose to answer these as a video OR audio format (nothing fancy, just using your phone is fine).

Once completed please send your application forms (part 1 and part 2), the media recordings and equal ops form to recruitment@lgbt.foundation with the job role as the email subject.

We look forward to receiving your application and if you would like some more information or want to get more of a sense of what we are about, please email matthew.belfield@lgbt.foundation and they will happily answer any questions or give you a call to discuss the role further.

The closing date for this position is 9am on Thursday 14th October 2021.

Good luck!

Creative Content Designer

Salary:	£18,757 (+10% Pension)
Special Terms:	Full time, Permanent
Reporting to:	Communications Manager & Coordinator
Accountable for:	External creatives, communications and marketing volunteers

ROLE SUMMARY

LGBT Foundation's work is driven by two-way communication with the LGBT communities we serve. Our national influence and visibility continue to grow, and we are looking for a remarkable Creative Content Designer to join our communications team to plan and create high-quality online and offline content that promotes all projects and services and tells the life-changing story of the work done by us and our partners. You will work closely with our Communications Manager, Communications Coordinator, Digital Engagement Officer and the wider services and projects team to shape and implement a content strategy that uses graphic design, film, video and other digital means to amplify our message and mission and extend the reach and engagement of our campaigns.

This is a new role in the organisation and will play a vital role in building and maintaining our brand.

You will be responsible for the production of high-quality content:

Developing a suite of marketing and digital content that spans film, graphic design, written word, reports, audio, photography and other marketing assets, but with a clear focus on content optimised for social media, website and online purposes.

You will assume responsibility for shaping our content strategy:

Bespoke content that embodies our strategic messages and demonstrates a clear alignment with our brand messages and key campaigns, showing the impact LGBT Foundation makes within communities and to stakeholders for the benefit of LGBTQ+ people.

You will also be responsible for managing internal creation processes:

The role will work from start to finish across the design and production process, providing daily support in-house to the project and services team with the creation of high-quality promotional assets. You will act as a brand guardian, ensuring consistent use of brand and message.

Specifically you will:

- Lead on the in-house creation of online and offline content, from responding to briefs to content rollout.
- Help shape LGBT Foundation's creative outputs ensuring the provision of high quality and creative content that enhance campaigns across all programmes and tell our stories in new and innovative ways
- Identify opportunities where creative content can be used to best spotlight the impact the organisation makes within LGBT communities, in wider society, and to stakeholders.
- Ensure our communications and online assets reflect and serve the full diversity and voices of our communities.
- Deliver a professional service to internal and external customers

We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans, non-binary and/or older people (aged 50+), to improve the representation of colleagues from these communities in our staff team.

* Trans is an umbrella & inclusive term used to describe people whose gender identity differs in some way from that which they were assigned at birth; including non-binary people, cross dressers and those who partially or incompletely identify with their sex assigned at birth.

ROLE RESPONSIBILITIES

1. Design and Graphics

- Create graphics for social media, our website and printed material that convey quality information about the organisation and our work, including events, activities, jobs, volunteer drives etc.
- Design documents, brochures and infographics for a range of different audiences
- Help the team develop and brand campaigns with new imaginative designs
- Respond to design briefs as issued by the Communications Manager, Communications Coordinator and wider project and service leads

2. Film and Photography

- a. Shoot high-quality video in house and, on occasions, on location and edit them to a high standard
- b. Help organise and deliver photoshoots, enhancing our image bank and making certain that the diversity within our community is represented within our communications
- c. Create film and photography for distribution online, specifically social media and our website
- d. Produce videos that will target potential service users and recruit a diverse pool of volunteers

3. Maintaining our content strategy

- a. Work with the communications team to develop and deliver the content strategy, ensuring it supports our overall goals and objectives
- b. Ensure planned content aligns the social media strategy as well as other campaigns and events
- c. Work with freelance designers, creatives and community members on the production of high-quality content
- d. Actively seek opportunities to use creative means to raise the voices of LGBT communities through our campaigns, particularly those who are most marginalised

EXPECTATIONS OF ALL MEMBERS OF LGBT FOUNDATION

- Display a genuine commitment to inclusion, equity and an understanding of the issues faced by all LGBT communities. LGBT Foundation will challenge any discriminatory behaviour or language if it occurs
- Further, LGBT Foundation has a commitment to using the insight gained through its work to make the organisation more inclusive and representative of all LGBT communities
- Completion of specific tasks allocated through work plans, project plans and the annual business plan of LGBT Foundation
- Provision of monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes
- Compliance with LGBT Foundation's policies, procedures, management and monitoring systems
- We are a learning and development organisation and will consistently provide and support opportunities for staff to exceed theirs and our expectations. In common with all staff, you have a responsibility for drawing attention to your own training needs as well as those of colleagues that you work with that LGBT Foundation will then aim to support you with
- Any other duties in line with your skills and abilities, as directed by your line manager
- All staff are expected to maintain a flexible approach to their roles and respond to the LGBT Foundation's changing needs. The responsibilities of this post may be changed subject to review, over a period of time. This will be done in consultation with the post holder

PERSON SPECIFICATION

We realise that we could miss out on incredible talent joining LGBT Foundation because someone might not see themselves in every single one of these criteria below. For example, research shows that women of colour are less likely to apply to a role if they don't meet all criteria. Please don't be put off if you feel you don't tick all of the boxes below - if you think you could be great for this job, but aren't entirely sure, please apply anyway, or contact us at recruitment@lgbt.foundation with the job role as the email subject.

KEY ATTRIBUTES/BEHAVIOURS

Skills & Abilities

- Video production, editing, photography, design or animation skills.
- Strong creative eye, with an interest in trends across the design and digital landscapes.
- Proficient at managing external creative agencies and freelancers such as videographers and photographers
- Skilled at putting together storyboards, narratives and overseeing the creation of
- compelling videos, animations, graphics and written articles
- Ability to manage your workload and multiple requests

Experience

- Experience of tailoring content for all major communications and social media channels
- Experience creating advertising and creative content for the public
- Experience of sharing and presenting individual work and creative process to colleagues, clients and commissioners

Knowledge & Understanding

- An understanding of the issues faced by LGBT individuals and communities.

In common with all staff at LGBT Foundation, you will be expected to display a range of competencies specific to your grade and area of work. These will be measured during annual performance appraisals, and there will be an expectation that you will be able to evidence the ways in which you have met these competencies over the course of the year.

TERMS AND CONDITIONS

- Hours – 37 per week, with an expectation of evening and weekend work.
- Annual Leave – 25 per annum plus bank holidays, rising to 30 after 5 years' service (pro rata where appropriate)
- Probation period – post subject to successfully completing a six month probationary period
- Employers contributory pension – 10% of annual salary (applied the month following completion of the probationary period)
- Remote working - The pandemic has taught us that remote working is advantageous to organisations for productivity and LGBT Foundation has adopted a strong agile working structure. We are based in Manchester and expect there to be some need for face to face meetings in Manchester where this post would be required to attend (though we feel the majority of the role could be WFH) - this commute would need to be self-funded so please bear this in mind if you don't live locally to Manchester. If you have any queries about this please contact <>email of person leading on recruiting>>

COLLEAGUE BENEFITS

- Generous leave allowance (25 days annual leave (rising to 30 days after 5 years' service)
- Sector leading 10% employers' contributory pension
- Your birthday as a day's leave
- Staff counselling scheme
- Cycle to Work / Technology Scheme
- Season ticket loan
- Office 'buddy' scheme for all new starters
- Free annual flu jab
- Free VDU eye care test
- Staff social budget
- Dedicated training budget for each member of staff and support with personal development plans
- Flexible working to support a healthy work/life balance (including time off in lieu and flexi-time)
- Relaxed dress code

SUMMARY OF LOCKDOWN/COVID-19 SUPPORT MEASURES PUT IN PLACE SINCE MARCH 2020

The last 12 months have been challenging for everyone and as a charity we have been affected in all areas of our operation.

The challenge has affected staff throughout the organisation and we have outlined just some of the ways in which we have supported our staff team through this difficult period.

- Additional funding allocated to the staff counselling scheme. In addition to the eight sessions currently offered to all members of staff, an additional eight sessions can now be requested.
- Introduction of the Tech Scheme, a salary sacrifice where you spread the payments of a new piece of tech, such as tablets and televisions, fitness trackers and phones or games consoles and kitchen appliances (pre-tax) over 12 months, similar to the Cycle to Work Scheme.
- Further flexible working to support a healthy work/life balance for all colleagues and especially parents and people with caring responsibilities
- £6 per week working from home allowance for all substantive colleagues to support with additional utility costs.
- A full DSE workstation assessment for all colleagues working remotely and supplying additional equipment when needed in order to ensure everyone working at LGBT Foundation is as comfortable, supported and safe as they can be.
- Regular informal check-ins/chats with the HR Manager to check and support with wellbeing, alongside guidance for all line managers on supporting their direct reports when working remotely
- Learning log and winter welfare meetings organised to catalogue and help address unfolding feelings and developments from colleagues across the organisation and work together in finding solutions – issues ranging from wellbeing, work life balance, full-team meetings, video call etiquette
- Improved organisational comms in the form of CEO updates during the first half of lock down (initial these were daily) to reassure colleagues, volunteers, trustees and key stakeholders. As well as a Covid-19 People Paper issued regularly to supplement organisational policies and procedures during the pandemic, including FAQs, enhanced reporting and wellbeing tips.
- All active volunteers had a wellbeing catch-up phone call from the volunteer team during the first month of lockdown to offer support, updates and signposting. Those most vulnerable were given further calls and support where required
- Daily sunrise yoga and sunset stretches introduced during the first half of lockdown to promote physical wellbeing, routine and to combat isolation
- Weekly online social space (breakfast club/virtual kitchen table) for colleagues to dip in and out of to help make up for the lost office casual conversations and non-work related relationship building that a physical space offers