**JOB** **DESCRIPTION**

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| **Job** **Title** | **Benefit Take-Up Campaign Lead SCQF 7/8** |
| **Reporting** **To** | **Business Development Manager** |
| **Overview** | As the Benefit Take-Up Campaign Lead you will be responsible for the development and delivery of a rolling programme of benefit take up campaigns, including identifying points of access, with the ultimate goal of increasing benefit take up across Fife. You will co-ordinate a distributed team across a number of agencies and work with various stakeholders when creating and delivering take-up campaigns.  In addition, you will be responsible for developing processes, and co-ordinating the related activity, to measure the success of take-up campaigns. |
| **Purpose** **of** **Job** | To create and deliver Fife’s first co-ordinated, rolling benefit take-up campaign.  To engage and work alongside appropriate stakeholders to target identified groups.  To co-ordinate the activity of a distributed team to deliver the campaigns.  To establish processes that allow the measurement of success including gathering quantitative data.  To evaluate and report back on successes of campaigns as well as identifying areas for improvement to improve outcomes. |
| **Scope** **of** **Work** | To establish effective working relationships across a number of different services throughout Fife.  To liaise with Citizens Advice Scotland particularly with regard benefit take-up work.  To work alongside volunteers in CARF with a view to supplementing volunteer training with benefit take-up activity.  To identify and develop associated information materials for staff and public alike.  Act as a role model for CARF’s values and actively demonstrate the elements of CARF’s STARS framework.  Undertake any other duties that may be required. |
| **Degree** **of** **Autonomy** | To take lead responsibility for the creation, delivery and evaluation of benefit take-up campaigns across Fife.  Take ownership of the day to day delivery of the role including undertaking using various communication methods, as appropriate and subject to any Covid restrictions.  Develop effective working relationships with appropriate organisations and individuals.  To report to identified working groups and/or the Tackling Poverty and Preventing Crisis Board, as required.  Take ownership of the day-to-day management, maintenance and prioritising of own workload.  Create and deliver short presentations and talks for volunteer training and other relevant audiences, as necessary.  Create and deliver, alongside appropriate stakeholders, marketing material, frequently asked question and act as an “enabler” for CARF volunteers and other identified staff.  Attend, represent and act as an ambassador for CARF at various events, both locally and, on occasion, nationally, when required.  Identify and progress social policy issues relevant to the remit, and within current guidelines and processes. |
| **Processes** | Ensure accurate recording, processing and monitoring of benefit take-up campaigns using relevant software  Establish consistent processes to be used across all take-up campaigns to measure effectiveness. |
| **Quality** | Ensure accuracy of information on any marketing material.  Ensure compliance with GDPR legislation.  Identify areas of improvements within previous and current campaigns, and pro-actively amend future campaigns to improve outcomes. |

**PERSON** **SPECIFICATION**

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| **Knowledge** **&** **Understanding** | Evidence and/or qualifications at SCQF Level 7 or above.  Demonstrable understanding of the aims and principles of CARF/CAB.  Evidenced understanding of marketing and of project management  An understanding of the groups affected by low income.  An understanding on how to engage with hard to reach groups.  Understanding the need to manage information in a sensitive and appropriate manner.  Understanding of social policy related work and how to apply this in a work environment. |
| **Communication,** **numeracy** **and** **ICT** **skills** | Excellent oral and written communication skills including the ability to communicate complex information in a clear and concise manner.  Ability to create innovative marketing material across a range of different audiences.  Ability to communicate clearly with, and co-ordinate, a range of stakeholders from various organisations and diverse backgrounds.  Able to represent the organisation at events and meetings and publicise/market the service.  Able to work as a team player and communicate effectively with colleagues and managers. |
| **Generic** **Cognitive** **Skills** **e.g.** **evaluation** **&** **analysis** | Able to identify and resolve problems quickly and efficiently.  Experience of developing measurement processes and of evaluating project success.  Evidence of self-motivation and flexible approach to work. |
| **Autonomy and Accountability** | Able to work on own initiative, prioritise work and manage pressures both internal and external to the organisation.  To lead benefit take-up activity in Fife alongside identified stakeholders.  Assume ownership of the day-to-day delivery of the role. |
| **Applied** **Knowledge,** **Skills** **&** **Understanding** | Experience of marketing and service promotion, including running previous marketing campaigns.  Awareness of the advice needs of the local community.  Familiarity with Fife’s Third Sector and Public Sector organisations would be advantageous.  Ability to predict successful engagement methods across a differing range of audiences.  Willingness to learn and develop new skills.  Awareness of current policy issues affecting communities and individuals in Fife.  Commitment to team working approach. |
| **Other** | Able to travel throughout the region |
| **Values** **&** **Attitudes** | An understanding of, and commitment to, equal opportunities and diversity.  Commitment to CARF’s **STARS** values and associated behaviours:  o **Skilful** – CARF staff and volunteers are valued for their expertise and encouraged to increase knowledge through continuous learning.  o **Trustworthy** – CARF staff and volunteers are treated, and act with, honesty, respect and dignity at all times.  o **Aspiring** – CARF staff and volunteers show a desire and determination to make themselves and CARF the best they/it can be.  o **Reliable** – CARF staff and volunteers consistently aim to deliver the highest possible service.  o **Supportive** – CARF staff and volunteers work as a team to provide encouragement and support to each other, and to those who use our services.  For more detailed information relating to our STARS values, please refer to the document ‘**An** **Introduction** **to** **the** **CARF** **STARS** **Framework.’** |