

29.05.12



Dear Applicant

Thank you for requesting the application pack for the I.T. and Social Media Assistant role, which we are pleased to enclose. The following information is included in this pack:

- Description of Role and Responsibilities
- Tender Guidelines
- Equal Opportunities Monitoring Form
- Overview of Earlyarts
- Earlyarts Six Pillars of Effective Practice

Established in 2002, Earlyarts has expanded gradually over the last few years and is now in the final stage of its national growth programme. The expansion of the core team to include this role is an exciting development both for the post holder and for our company. This role provides an excellent opportunity for a creative and enterprising professional who is committed to helping us make social change happen on a large scale. Your I.T., web development and social media experience will help us implement strong ideas to support a vital network during challenging times.

We welcome applications from freelancers and organisations, although we expect to be working with one key person in this role. At Earlyarts, we enjoy sharing knowledge, researching ideas, being inspired, having fun, and working hard. If you would like to work with us, we look forward to receiving your application and, if you are successful at that stage, discussing your skills and knowledge with you in more detail at the interview.

**The deadline for applications is 5pm on Monday 2<sup>nd</sup> July 2012.**

**Interviews will take place on 5<sup>th</sup> and 6<sup>th</sup> July 2012 in Huddersfield.** You will be notified by email if we would like to invite you to interview.

If you would like further information about this application, please contact Susan Hirst, on [susan@earlyarts.co.uk](mailto:susan@earlyarts.co.uk) to arrange a suitable time for discussion.

Please submit your application by email to [ruth@earlyarts.co.uk](mailto:ruth@earlyarts.co.uk) by the deadline above.

Good luck and all the best!

Ruth Churchill Dower  
Director, Earlyarts

## Description of Role

<b>Role:</b>	<b>I.T. and Social Media Assistant</b>
<b>Responsible To:</b>	I.T. and Social Media Manager
<b>Fee:</b>	£7,200 for a 2 day week (based on an hourly rate of £10 x 15 hrs/wk x 48 wks). The contract is offered for one year initially with an option to extend the contract.
<b>Terms:</b>	This is a freelance role, the successful candidate will be sub-contracted to provide services to Earlyarts and will be responsible for their own tax, NI, pension, holiday, maternity, paternity or any other benefits required by sub-contractor. Full terms available in contract, with 1 month cancellation clause on either side. Timesheets and expenses receipts will be required with monthly invoices.
<b>Location:</b>	Earlyarts subcontractors work remotely from their own venue. They are responsible for their own work environment, equipment, office building or contents insurance, utility bills, and whatever they need to pay for in order to be able to offer their freelance services at the level required in the job description. Monthly face-to-face team meetings will be held in Huddersfield. Expenses for required business travel and telephone bills will be paid for by Earlyarts. All team members make efforts to keep expenses down where possible (e.g. Skype instead of telephone).
<b>Benefits:</b>	Our Virtual Team approach combines the security of a long term freelance contract with the benefits of working with a highly collaborative team, free Professional Indemnity and Public Liability insurance cover, the flexibility to arrange work around agreed core hours provided deadlines are met, and our investment in your own personal and professional development. Our team find the peacefulness and comfort of their own environment enables them to be more efficient and productive, with the benefits of face-to-face support during team meetings and Skype conferences.

### Overall purpose of this role:

Earlyarts is recruiting an I.T. and Social Media Assistant to help support the maintenance of Earlyarts web site on a Joomla 1.5 platform, conduct cross browser and accessibility testing, manage data and content updating, research and analyse relevant web software, provide web analytics on web usage and social media campaigns, and provide website support to the rest of the team and users as appropriate. This is a long term contract (with options for renewal) as we expand Earlyarts services.

## Roles and Responsibilities:

- Maintenance of Earlyarts web site on a Joomla 1.5 platform.
- Analysing and reporting on web usage and social media campaigns using our SEO software.
- Validation and accessibility testing, including cross browser testing.
- Data and content updating.
- Maintaining the web site Change Log on wiki.
- Periodic testing of web site links, online forms, auto-responders, online accounts or interactive features from our members' perspective, and updating the bug tracker.
- Support the Marketing and Research Assistant to identify and upload appropriate links, tags and keywords to Earlyarts online articles, images and publications; and help manage Earlyarts video and image libraries.
- Support the team in adhering to our policies for Brand Management, Data Management and Finance and Admin, and maintaining them as required.
- Support the Business Development Manager and Events Assistant in specific projects such as online marketing campaigns, ticket sales, CRM and sales analysis.
- Ensure ongoing familiarity with our web site, and identify any software, design or functionality developments that might enable more efficient and effective delivery of our services.
- Work in collaboration with the Earlyarts team, board and partners, and in line with Earlyarts principles, to achieve and share an excellent model of practice with all our stakeholders.

## Essential skills and knowledge required:

- Degree/HND or equivalent in an IT related subject.
- Recent development experience and knowledge of PHP, HTML, CSS, JavaScript and JavaScript code libraries.
- Demonstrable experience in website development and maintenance.
- Experience of the Joomla Content Management System.
- Comprehensive knowledge of internet application tools.
- Comprehensive knowledge of SEO infrastructure and web analytics, preferably with experience of SEO software.
- Ability to write web pages adhering to web standards, accessibility and usability guidelines.
- Self-motivated and enthusiastic with a commitment to [Earlyarts' values](#).
- Ability to work well independently and remotely, sometimes in unsocial hours, with excellent self discipline and motivational skills, and an ability to stay on task and resist distractions.
- Ability to work accurately and consistently with excellent attention to detail
- Excellent IT literacy including Microsoft Office, Excel, Outlook, Google Docs.
- Excellent web 2.0 literacy with strong understanding of social media applications, including Twitter, Wordpress, Facebook, Flickr, Vimeo, Skype.
- Keen interest in arts, culture, early education or the digital sector.
- Ability to travel for occasional Earlyarts events and monthly team meetings (in Huddersfield).
- Commitment to a shared approach to working, building ideas as part of a team, championing Earlyarts values, and helping to find more effective ways of supporting our members.
- Whilst Earlyarts will provide stationery, software and will cover the cost of itemised business calls, the post holder will be expected to provide their own computer, broadband connection, desk equipment and office space.

Earlyarts is about enabling a democratic community of passionate, skilled, creative and powerful professionals with one of the most important jobs in the world not just to survive but to thrive and flourish. Earlyarts has brought profile, rigour, passion and connectivity to a combined sector that has previously operated in complex, defragmented silos. The integrity and principled approach for which we have become renowned will continue to underpin all future operational developments. We would very much welcome the opportunity to work with a professional who shares our vision to deliver high quality training services and products that will make a big difference to the lives of our youngest children across the country.

## **Tender Guidelines:**

Please read through the information carefully, assess your own suitability, skills and knowledge for this role, and let us know if there is anything else you need to know. Prepare your tender on no more than four sides of A4, showing how you currently meet the above requirements, where your strengths are and what experience you have in addressing the required roles and responsibilities.

We would also like you to attach a resume of previous contracts or positions held, and your education history. Please include email and telephone contact details for two references that we can contact should you be successful in your tender. One should be your most recent employer or client. We will not contact any referees without first agreeing this with you.

Please also complete the attached Equal Opportunities monitoring form which helps us to ensure we are reaching a broad spectrum of potential applicants to work at Earlyarts. Earlyarts is committed to equality in recruitment and we try to identify and remove any barriers to employment of staff or sub-contractors. All information offered is handled in confidence and will not be included in the assessment of your application.

Please submit your tender and attachments to [ruth@earlyarts.co.uk](mailto:ruth@earlyarts.co.uk) by email by **5pm on Monday 2<sup>nd</sup> July 2012.**

## Equal Opportunities Monitoring

Post applied for: \_\_\_\_\_

Date: \_\_\_\_\_

Please tick (✓) the words that best suit you to describe your identity.

The following descriptions are based on recommendations by the Commission for Racial Equality.

English		Black African	
Irish		Black Caribbean	
Scottish		Any other Black background	
Welsh		Asian Bangladeshi	
Other		Asian Indian	
White		Asian Pakistani	
		Any other Asian Background	
		Chinese	
		Mixed Ethnic background	
Prefer not to identify origin		Any other Ethnic background	

The Equality Act 2010 defines disability as a physical or mental impairment that has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities.

YES		NO	
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Do you consider yourself to have a disability?

Dependents might include children, the elderly or other people who rely on you for care.

Do you have any dependents?

YES		NO	
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Gender

Male		Female	
Alternative / No answer			

Please tell us where you heard about this post.


## Overview of Earlyarts

Because [Earlyarts](#) is an award winning national network that understands how creativity impacts on children's growth and development, we are successful in bringing together over 6500 professionals working creatively with young children and families in order to share their own knowledge and skills.

Earlyarts connects arts, cultural and early years professionals who want to help children tackle their biggest challenges through arts and creative play, to break through their obstacles to learning and living, and to unlock and fulfil their incredible potential.

To achieve this, Earlyarts provides a series of professional development services, all designed to transform the skills and confidence of professionals, overcome their biggest obstacles to progression, and enable them to achieve the same outcomes with even the youngest children in their care.

### Recent Context:

It is widely understood that parents and carers have a significant influence on their children's learning, health and well being, and this can be triggered and sustained through creative experiences. Through cultural visits, reading and playing together, sharing ideas and memories, parents can help to extend their children's knowledge and understanding. This is critical as it helps them to make sense of who they are as people, their cultures, values and ideas about the world around them. For the very young, parental involvement from birth helps to instil positive learning dispositions including confidence, risk-taking, self-esteem, imagination, and civil engagement.

**Earlyarts** firmly believes that making a significant impact on building confident and competent children requires a sea-change in the way we train the professionals who teach or care for our children and families. Every professional trained through Earlyarts becomes a member of the network, enabling them to connect with others, be inspired, share ideas, access resources and develop creative skills. Earlyarts experience shows that creative learning environments enable parents and professionals to build a better sense of purpose and motivation, as well as aspirations to raise their own levels of economic and educational standing.

### Earlyarts National Strategy:

Earlyarts has led innovation in the field over the last 10 years and has built up the most significant network of support for cultural and early years practitioners across the country. Over the last two years we have reviewed our business model, consulted with stakeholders, expanded our board and developed a vision that involves meeting the holistic needs of the arts, cultural and early years sectors. The vision is underpinned by the **Six Pillars of Effective Practice** (see below) identified by our members as the support they most need to help them do their job better, and now forms Earlyarts national strategy.

In addition to meeting demand from the arts, cultural and early years market, Earlyarts six core services will also enable several key objectives to be enhanced within policy and curriculum areas for creative early intervention, particularly within the Early Years Foundation Stage.

### Snapshot of recent outreach:

Earlyarts is the only national network providing the vital bridge between the arts, cultural and early education sectors, achieving significant outcomes in raising the skills of the workforce (see testimonials). This is evident through its recent achievements:

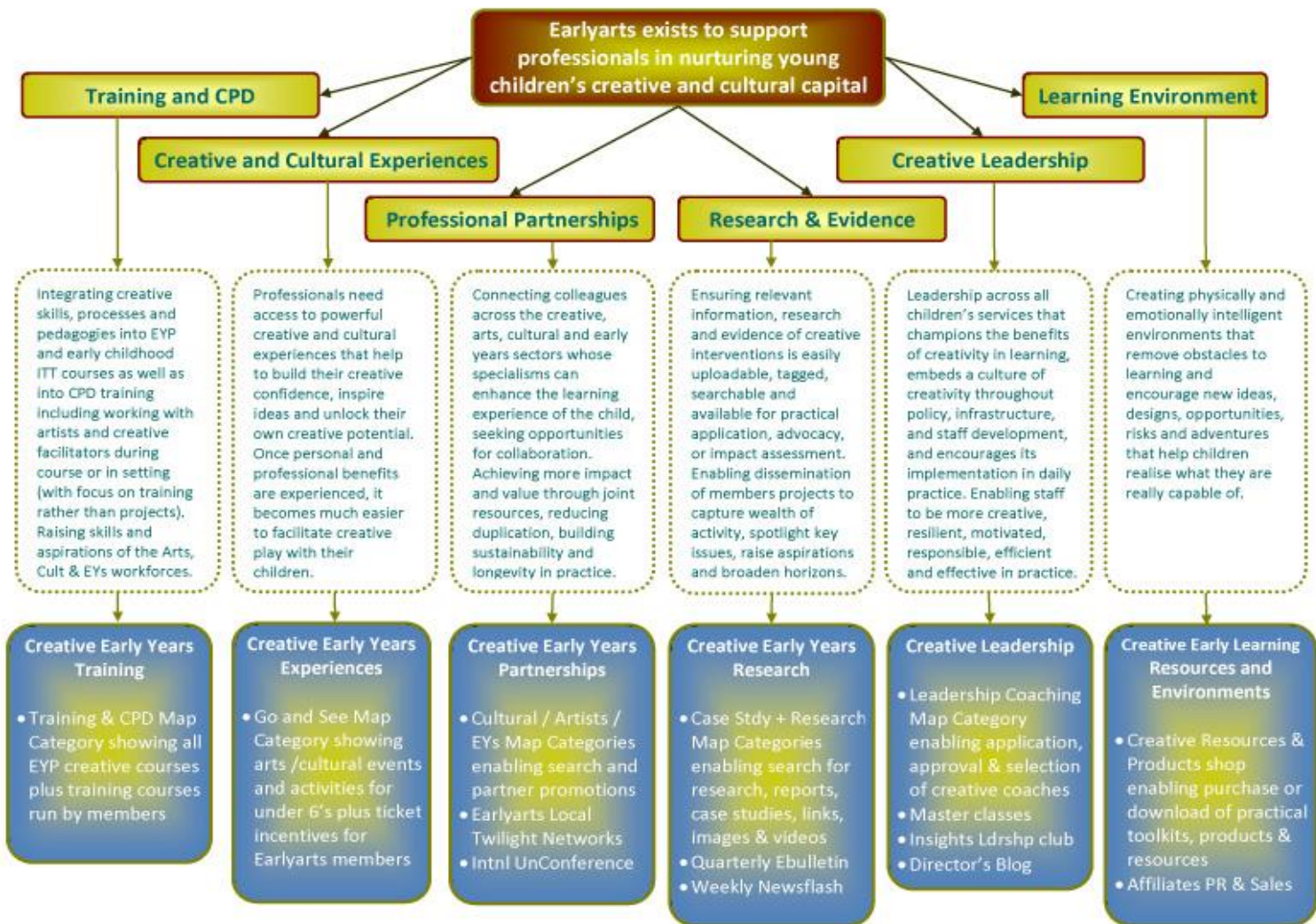
- Earlyarts web site currently receives over 343,350 hits (**13,762 unique visitors**) on average per month, with the most popular pages being the training bookings page, resources, news and case studies. This is a 18% increase on 2009's averages.
- Earlyarts e-mailings go out to all opted-in members and generate 40% CTRs to information on the web site. 23% of those emails are forwarded by recipients
- Earlyarts has recruited **6,500 network members** across the UK, made up of arts, cultural and early years professionals. This is 14% higher than 2009's figures.
- Earlyarts Pathfinders Programme has recruited 37 affiliate creative training providers to run Earlyarts training in every region. All of these trialled a social franchise network during 2010-11 and reported good levels of business development as a result.
- Last year, Earlyarts Pathfinders ran 29 Professional Development Days for 520 professionals who work on a daily basis with up to **20,000 children and families**.
- Of those trained professionals, 83% gave highly recommended feedback and specified how the training had made a difference to their professional skills, connections, impact and confidence ([see testimonials](#)).
- **Earlyarts Leadership Coaching programme** has recruited 40 affiliate coaches who meet the strict criteria for approval. This new scheme has already met with high levels of demand.
- **Earlyarts International UnConference** attracted high calibre speakers including Sir Ken Robinson (Earlyarts Patron), Baroness Estelle Morris of Yardley and Kiran Bir Sethi. The event attracted **1852** pieces of press and media coverage!
- Earlyarts most recent publication on **International Best Practice** in working creatively with young children was downloaded **1359** times in two weeks.

The policy and curriculum environment for both the cultural and early years sectors is identifying the need for just such bridging services as are being offered by Earlyarts. The Earlyarts brand is trusted and valued by our 6,500 members, who have confirmed through their [testimonials](#), feedback and consultations how highly they regard Earlyarts principles, purpose and functions in supporting their own practice and professional development.

**This recruitment pack is intended for the purposes of enabling applicants to submit relevant tenders for this post. It must be kept confidential and under no circumstances should it be distributed any further.**



## Earlyarts Six Pillars of Effective Practice



### Why is Earlyarts Long Term Goal so important? What key social problem are we addressing here?

- Foundation years are crucial to good mental health, financial and emotional security, success and attainment later on in life
- Neuroscience evidence exists re: the impact of creative play-based activities on the rapid blooming of synaptic connectivity in babies, leading to the formation of well-rounded confident personalities, good attachment and better mental health.
- Plastic nature of the brain enables development throughout life in response to both nature and nurture, but prime window of synaptic growth at its most responsive to building connections and making meaning between one and three years
- Young children learn more holistically and need people / resources / environments that stimulate this and can enhance key learning dispositions.
- Poverty is not simply an economic consequence but also dependent on parental aspirations and on their surrounding cultural environment and opportunities. It needs a more holistic approach to buck the increasing number of young children falling below the poverty line.
- Children have a right and an entitlement to creative and cultural experiences throughout their lives, and especially when they are at their most vulnerable stages.