

JOB DESCRIPTION

Job Title	Case Study Officer
Department	Policy and Communications
Reporting to	Studio Manager
Line Manages	n/a
DBS/BD/PVG:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Location	Avonmore Road, London W14 8RR, hybrid working

About Independent Age

Independent Age is a national charity founded over 150 years ago with a clear mission to ensure that as we grow older, we all have the opportunity to live well with dignity, choice and purpose.

We achieve this by providing free impartial information and advice on the issues that matter most as we grow older, and work within communities to connect people, places and services to reduce isolation and loneliness. We also act as a catalyst for positive policy change by challenging the underlying causes of discrimination and inequality.

At Independent Age we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - *the experience, needs and views of older people are central to everything we do*

Compassionate - *we listen, care and take action*

Expert - *our work is evidence-based and solution-focused*

Collaborative - *we work in partnership to maximise our impact*

Accountable - *we work with integrity and transparency*

Inclusive - *we value diversity and always treat everyone fairly with dignity and respect*

Our EDI Principles are that we will:

- proactively challenge ageism and all other forms of discrimination throughout all our work.

- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong.
- develop our leaders so that they can act as role models and champions to our staff so they can embrace these principles and apply them in their work.
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not.
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery.
- commit to setting minimum target indicators for diversity and regularly review progress.
- collect data to enable us to track our progress.
- be publicly accountable and transparent about our progress.
- use our influence to proactively champion the principles of EDI internally and with external partners.
- continuously improve, adopt best practice and learn from and share with others.

Job Purpose

The Case Study Officer is fundamental to demonstrating the impact of the work of Independent Age – supporting the organisation to show its impact through commissioning and capturing authentic stories. The Case Study Officer is a bridge between our frontline community services and the work that happens behind the scenes to market and fundraise to continue delivering our vital services.

Reporting into the Studio Manager, the Case Study Officer will work with colleagues from across the organisation to gather case studies that help to champion authentic storytelling to ensure that the lives of older people are at the centre of our communications activities. The Case Study Officer will ensure that our processes are compliant with safeguarding, consent, and permissions, GDPR procedures, and will support the development and on-going maintenance of our digital asset management system (ResourceSpace). They will offer communications advice and support to colleagues who need to produce impactful content in their areas of work.

Key Responsibilities

- With support from the Studio Manager, provide content production support for teams, projects and initiatives using expert knowledge and experience of what makes great and inspiring content that captures authentic stories and reflects the diversity of people we support.
- Lead on improving systems for the effective coordination of our case-studies, ensuring that safe processes exist to support staff members to gather their case studies.
- Manage and ensure consent is in place for all case studies, and support local and national teams with collecting and storing consent.
- Provide content advice and guidance to internal and external stakeholders.
- Use skills and initiative to resolve content problems and issues, often in real-time.
- Develop and maintain our Digital Asset Management system (Resource Space).
- Produce and edit inspiring, engaging content for our corporate publications and channels when required.
- Build relationships with internal and external stakeholders and content service providers including our supplier list of journalists and writers.
- Work in collaboration with external bodies, organisations and specialist external partners.

- Work directly with the people we support to develop strong case studies and relationships with the organisation.
- Work with the Content Officer to identify case studies for multimedia production.
- Identify any safeguarding concerns and report to the safeguarding manager.

General Responsibilities

- Undertake any other duties commensurate with the level of the role.
- Have fun and challenge yourself at work, model the charity's values and abide by our policies and practices.
- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.
- Contribute to our fundraising effort by embracing opportunities to fundraise yourself, to promote fundraising and to support the fundraising team.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Use the charity's resources efficiently and effectively to ensure that our financial resources are demonstrably used for the benefit of our service users.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.

PERSON SPECIFICATION

- Experience of commissioning and producing case studies for varying audiences.
- Knowledge of best practice processes to support and coordinate case studies.
- Experience of a broad range of content compliance requirements; including safeguarding and data governance.
- Experience of delivering inspiring and impactful case studies across multi-channels.
- Demonstrable commitment to collaborative teamwork.
- Good interpersonal skills and ability to influence/persuade a wide range of internal stakeholders.
- Good written, verbal, personal relationship building communication skills, with the ability to communicate effectively in a wide range of media.

Ideally you would have...

- Experience of using and developing digital asset management systems.
- Experience of gathering authentic stories from specific audiences, often living in vulnerable circumstances.
- An interest in writing and experience in producing copy.
- An understanding of safeguarding.
- A demonstrable passion for, and affinity with, our cause.