

**Housing
Rights**

Celebrating
**Sixty
Years**
1964 - 2024



Recruitment Pack

Advice Content Coordinator

Closing date: 15 November 2024 at midday

when everyone has a **home**

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WELCOME

from our CEO

Thank you for your interest in the role of Advice Content Coordinator at Housing Rights.

This recruitment pack provides details of the work we do, the role of Advice Content Coordinator and what we are seeking from candidates.

We are proud of the difference we make to people's lives in preventing homelessness and helping them with their housing problems. Last year, we helped over 13,000 people in Northern Ireland.

The commitment and dedication of our staff across all departments helps us achieve this. We are proud of our expert, passionate staff team.

In return, Housing Rights supports staff to develop their knowledge and careers. We offer flexible working, hybrid working and a generous leave entitlement. We work hard to ensure staff are working in a positive environment which promotes wellbeing and reflects our values.

The work of Housing Rights is becoming more critical in this unprecedented time. I hope the opportunity to join us is one that will interest and excite prospective candidates.

Kate McCauley



WHO WE ARE

We improve lives by tackling homelessness and housing problems in Northern Ireland. We believe a good quality affordable home can be a building block to a stable life. We believe that everyone should have a home.

WHAT WE DO

We help people in Northern Ireland live in safe, suitable, and affordable homes. We provide services for the public and professionals working in housing.

Our services include:

- housing advice via our helpline
- online housing advice and information via our website
- advocacy and legal representation
- housing mediation
- advice and support for people in or leaving prison
- specialist support for young people at risk of homelessness
- advice for landlords
- support for generalist advice agencies
- policy and participation service to positively influence decisions made about housing and homelessness
- training and events for housing and advice professionals

THE DIFFERENCE WE MAKE

Over the course of 2023-2024 we supported people in Northern Ireland with housing and homelessness problems.



Prevented homelessness

We helped prevent homelessness for a total of 1,307 households



Provided advice

We provided advice, advocacy, and representation services to 12,006 households



Improved skills and knowledge

97% of attendees felt attending our training improved their housing skills and knowledge



Improved housing circumstances

82% of people who used our helpline reported their housing circumstances had improved

OUR VALUES

I appreciate the growing diversity of the staff in Housing Rights
-Housing Rights Staff Survey 2023

Equality



Cooperation



Independence



Quality



Respect



Agility



OUR BENEFITS AND CULTURE

We offer our staff the following benefits:



hybrid and flexible working



tailored learning and development plan



generous holiday allowance



enhanced employer pension scheme with free life assurance



accessible location and free parking



fun events for staff engagement



access to employee wellbeing services

Housing Rights is more a vocation than a job
-Housing Rights Staff Survey 2023

Accreditations:

- ✓ Living Wage Employer
- ✓ Investing in Volunteers
- ✓ Diversity Mark Accredited

I think overall Housing Rights has a great culture and the staff as a team are brilliant
-Housing Rights Staff Survey 2023



Diversity Mark Accredited

WORKING AT HOUSING RIGHTS:

Results of our 2023 staff survey show:

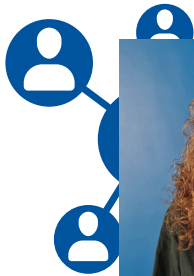


5% increase in staff satisfaction in the last 5 years!



Categories staff were most satisfied with:

1. My work
2. Inclusion and Fair Treatment
3. Wellbeing and Engagement



Kerry Logan - Participation and Policy Coordinator

“ I love working alongside and learning from my colleagues right across the organisation at Housing Rights – it is a fab team, made up of people who are passionate about social justice and constantly going above and beyond to support people experiencing housing problems or homelessness. ”



Eamon Sheridan - Housing Adviser (Young People)

“ By providing effective advice and advocacy for my client’s I have witnessed first-hand how our services can positively impact their lives. ”



Bronagh Flynn - Business Development Coordinator

“ I love the variety of my job and the people I work with. I work across the whole of the Housing Rights team and others within the housing sector every day. This allows me to help shape new projects and services that will help our clients and support the wider Housing Community - to ensure everyone has a home. ”



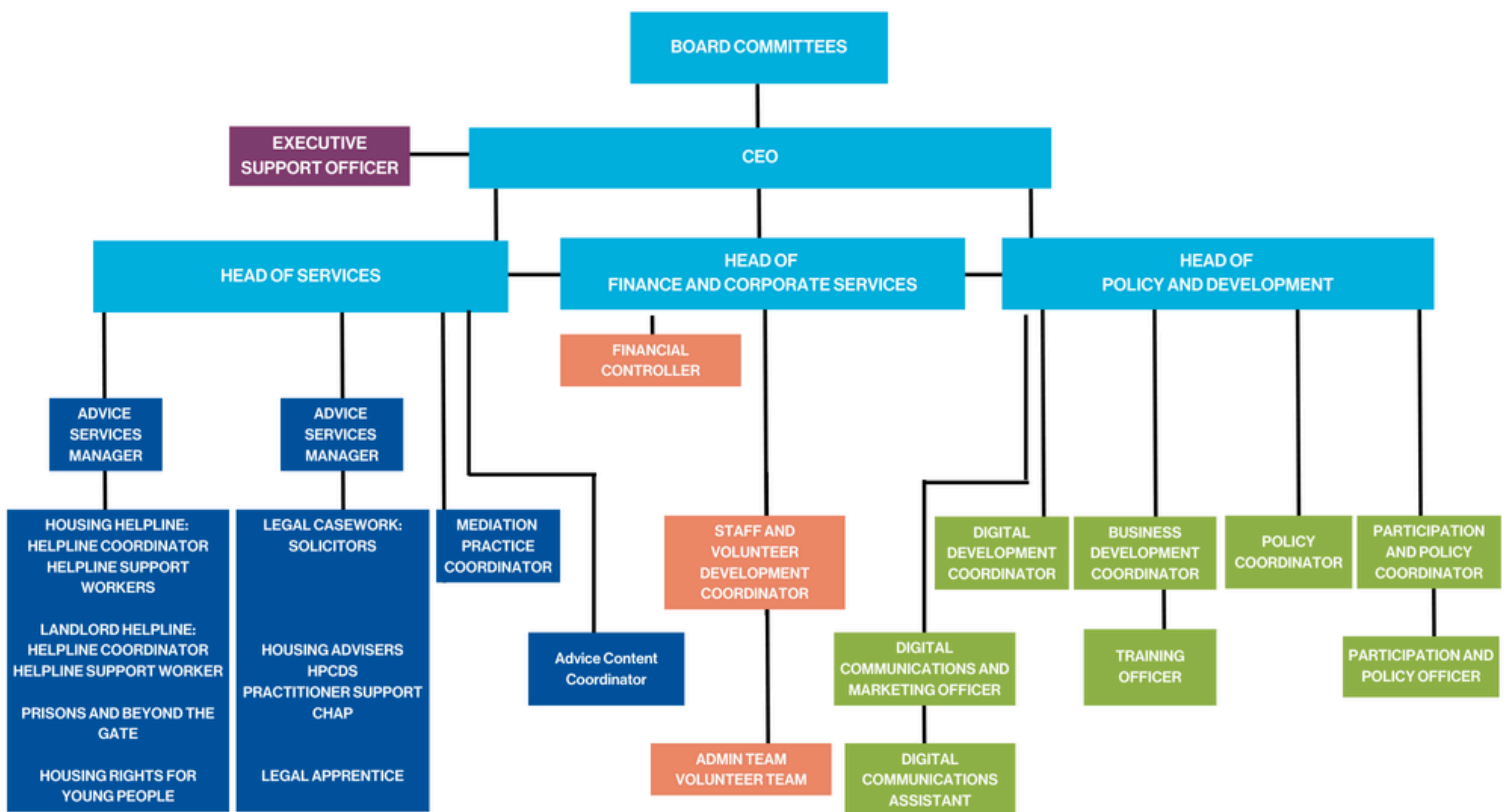
Ruairi McMenamin - Helpline Coordinator

“ Housing Rights allows me to help people everyday, in a positive working environment. I am grateful to work with a team of hardworking people dedicated to ending homelessness and making making life in Northern Ireland better for everyone. ”

ABOUT THE ROLE

You will be responsible for designing, editing and maintaining advice content on Housing Rights website. You will play a key role in ensuring that all content appropriately reflects changes in legislation, policy and practice. You will work closely with the content and communications staff and Practitioner Support Officer to identify audience needs for advice content. A key element of the role will be content coordination and quality assurance.

ORGANISATIONAL CHART



JOB DESCRIPTION

Purpose:

To assist Housing Rights to achieve its vision and deliver its strategic objectives through:

- I. The development and maintenance of all online advice content on housing and homelessness for www.housingrights.org.uk
- II. The coordination, quality assurance and governance of advice content including liaison with relevant staff and the appropriate use of data analytics for the purpose of ensuring user needs are fully met.

Key Duties:

1.0 Content production and maintenance

- 1.1 to lead on advice content for the www.housingrights.org.uk website by writing, editing and maintaining content on relevant areas of housing law and practice for all advice users
- 1.2 to liaise with the Practitioner Support Officer to ensure advice content appropriately reflects changes in legislation, policy and practice as appropriate to user needs
- 1.3 to ensure advice content meets the needs of users through use of data analytics and user research
- 1.4 to ensure content is created and maintained in line with the organisation's content strategy and style guidelines
- 1.5 to ensure that content is appropriate to the audience, of high quality and legally correct
- 1.6 to write, edit and check other project information materials as required
- 1.7 to use Drupal CMS to update and maintain text, images and other content formats on www.housingrights.org.uk
- 1.8 to use web publishing tools, word processing packages and other appropriate technology in the production of information

2.0 Content coordination and quality assurance

- 2.1 to work closely with the content and communications staff to identify audience needs for new or updated content
- 2.2 in liaison with the Practitioner Support Officer, to ensure relevant changes in legislation, policy and practice are identified for prompt and accurate dissemination to external and internal users
- 2.3 to ensure all advice content on www.housingrights.org.uk is regularly reviewed in line with policies and procedures

JOB DESCRIPTION

continued

- 2.4** to create and maintain email and live chat advice templates in consultation with the Helpline Coordinator / Advice Services Manager, ensuring content is accurate, accessible and in line with style guidelines
- 2.5** to utilise Google Analytics to gather, view, and analyse data about our website traffic
- 2.6** to assist with publicising and promoting the website and to use Google AdWords to develop and maintain pay-per-click advertising campaigns
- 2.7** to assist in relevant areas of general site maintenance

3.0 Developing self and others

- 3.1** to plan, allocate and organise own workload
- 3.2** to monitor and evaluate own work
- 3.3** to develop self to enhance performance
- 3.4** to contribute to training and development activities for colleagues

4.0 Developing effective working relationships

- 4.1** to create, develop and maintain effective internal working relationships
- 4.2** to create, develop and maintain effective working relationships with service users/external agencies and relevant stakeholders
- 4.3** to lead, facilitate and contribute to meetings/group discussions

5.0 Other

- 5.1** to act in accordance with the agreed values of the organisation
- 5.2** to ensure equal opportunities and health and safety policies and procedures are observed
- 5.3** to undertake any other duties, consistent with the post which may from time to time be required by the Head of Services

The duties of the post will be subject to review in accordance with the needs of the organisation

PERSONAL SPECIFICATION

Job title	Advice Content Coordinator
Grade	NICS EOI £30,721-£31,352
Hours	Part Time, 28 hours per week
Location	Skainos Centre, Belfast
Responsible to	Head of Services

Education / Training

Essential

- a good standard of education with strong skills in numeracy and literacy*

Desirable

- evidence of relevant qualification in a relevant discipline for example ICT, computer science, web development*

Relevant experience

Essential

- at least 1 year's full time (or equivalent part-time) experience, obtained within the last 3 years, of using ICT and/or data analytics to develop service delivery*
- demonstrated experience in the use of Drupal CMS and Google Analytics*

Knowledge

Essential

- demonstrated experience in the development and maintenance of websites*
- demonstrated experience in writing, editing and content maintenance of websites*
- demonstrated experience of working with web publishing tools, Microsoft packages and other appropriate technology in the production of information*
- demonstrated experience of writing for the public and/or professional content*

Desirable

- demonstrated knowledge of housing policy and practice in Northern Ireland*
- knowledge of open-source software technologies and their application
- demonstrated knowledge and understanding of the voluntary sector

PERSONAL SPECIFICATION

continued

Skills / Attributes

Essential

- demonstrated ability to communicate effectively both verbally and in writing
- demonstrated excellent problem solving skills
- be highly enthusiastic and motivated
- good interpersonal and teamwork skills
- ability to plan and prioritise tasks, work under pressure and meet deadlines
- ability to work with accuracy and attention to detail with minimum supervision in a pressurised environment
- good research and analytical skills, in particular with software systems

Values

- understanding and commitment to the aims and values of Housing Rights.

****denotes shortlisting criteria***

TIMELINES

Advertise	1 November 2024
Closing date	15 November 2024 at midday
Interview	18 November 2024

INTERVIEW PANEL

Brenda Parker (Chair)	Housing Rights
Aisling Cunningham	Housing Rights
Faith Westwood	Housing Rights

Complete and return the application and equal opportunities monitoring forms by the closing date.

You can submit the forms by:



recruitment@housingrights.org.uk



Sonya Bigg, Staff and Volunteer Development Coordinator,
Housing Rights, The Skainos Centre, 239 Newtownards Road, Belfast BT4 1AF

If you need us to make any reasonable adjustments to help you during the recruitment process, please let us know.

Housing Rights greatly values diversity and we actively encourage applications from all sections of the community.