



**JOIN OUR FIGHT  
FOR CHILDREN LIVING  
ON THE STREETS**

**CONTENT OFFICER**  
RECRUITMENT PACK

RAILWAY  
**children**  
Fighting for street children



## WE BELIEVE IN A WORLD WHERE NO CHILD HAS TO LIVE ON THE STREETS

At Railway Children we fight for vulnerable children who live alone and at risk on the streets, where they suffer abuse and exploitation. They run away or are forced to leave homes where they suffer poverty, violence, abuse and neglect.

They find themselves living on the streets because they've nowhere else to go and nobody to turn to.

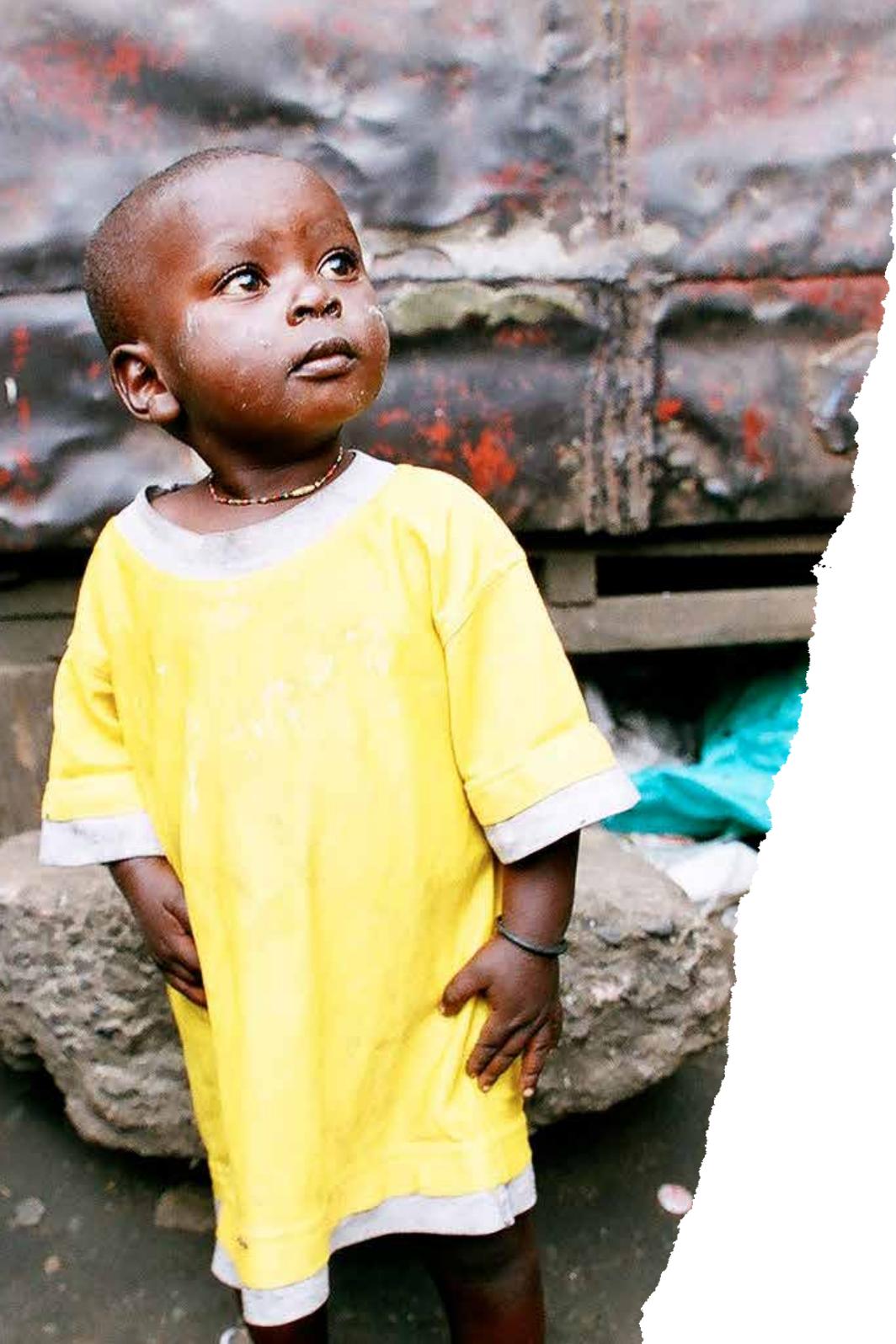
Every day we fight to change their story.

### **STREET CHILDREN ARE ABUSED, PIMPED, BEATEN, SOLD AND TRAFFICKED**

Abusers know exactly where to find them and how to lure them in. Once in their hands, most street children are lost forever. We're there to reach them first.

With projects in the UK, India and East Africa, we aim to reach these children as soon as they arrive on the streets and intervene before an abuser can.

Our pioneering work enables us to get to children before the streets get to them.



# WE KEEP CHILDREN OFF THE STREETS FOR GOOD

## WE DO THIS IN THREE WAYS

### ON THE STREETS

We race to reach a child on the streets before abusers, drug dealers and traffickers do. Finding them shelter, food and support is the first step.

### IN COMMUNITIES

We work with families, neighbours and wider communities to raise awareness, change perceptions and to help all children get the support they need to stay safe.

### WITH GOVERNMENTS

If the system doesn't change, nothing does. We lobby governments, pressurise and campaign until we get the policy changes that keep children safe, well and off the streets forever.



# WE WILL NEVER STOP FIGHTING FOR STREET CHILDREN. WILL YOU?

At Railway Children, we see ourselves as warriors, united in changing the long-term future for children living alone and at risk on the streets.

Our passion and values underpin everything we do. They unite us and provide the energy and optimism that drives us to work harder and harder for the children and young people we are privileged to help.

If you share our passion and our values, the chances are, you'll fit right in.

## Effectiveness

Our work is constantly judged on results and impact and then assessed to ensure maximum return on investment, both in our programme outputs and financially. Every penny of donors' money is invested with care and attention to detail.

## Innovation

We think outside the box, and are constantly reviewing our work to find new and improved ways of doing the best for our beneficiaries. We are a leader, not a follower and constantly push ourselves to deliver sector leading work.

## Bravery

We are not afraid to push the boundaries, ask the tough questions, try new things or challenge the norm in order to change the world.

## Honesty & Integrity

We will always act with integrity towards our supporters, partners and peers, acting in the best interests of our beneficiaries at all times.

Sound like you? Then read on...



# THE ROLE

## CONTENT OFFICER

Salary: Up to £18,000 pa

Part time: 24 hours per week

Location: Sandbach

This is an exciting opportunity to join a thriving organisation and play an instrumental role in the next phase of our growth. Working in a small team you will play a critical part in creating and writing all communications for our diverse fundraising team as well as supporting our programme teams to influence key audiences at community and government level.

You will need strong copy writing skills and experience of writing in a variety of styles for various channels and audiences.

- To support the Marketing Director & Marketing/ Fundraising Managers in the delivery of all content for Railway Children.
- You will write all creative content for Railway Children. Your content will serve as a base for the promotional texts communicated through our website, newsletters and entire marketing communication activity.
- You will deliver copy that stimulates user interaction and enhances the brand experience.
- You will work closely with our overseas and UK programme teams to provide high quality information and stories to share with our numerous key audiences.

# KEY RESPONSIBILITIES

## WORKING IN A SMALL TEAM, YOUR ROLE WILL BE VARIED.

- Learn & understand the brand, values, working, skills, vision and people.
- The writing of all internal communications including; posters, email campaigns, case studies and team presentations and our annual reports.
- The writing of external communications including; corporate communications, advertising, direct mail campaigns, email campaigns, brochures, video scripts and recruitment packs for future team members.
- Responsibility for proof reading all content from the brand and marketing team.
- Quality assure copy created by external partners.
- Support the corporate team to communicate with numerous commercial audiences.
- Support and provide backup to the Marketing/ Fundraising Manger(s) as required.
- Build relationships with programme teams to enable the delivery of strong content from our field work.



# ESSENTIAL SKILLS

**WE'RE LOOKING FOR SOMEONE WHO CAN BRING A LOT TO THE TABLE.**

- Experience in copy writing and content writing for online and offline channels.
- The ability to write content in a range of styles for different audiences and purposes
- Excellent communication skills and great attention to detail.
- Experience with content management systems (CMS),
- A basic knowledge of SEO would be of advantage.
- Experience of using social media commercially.



# OUR HOME

## SANDBACH, CHESHIRE.

Railway Children HQ is conveniently located in the market town of Sandbach, just two minutes from Junction 17 of the M6 motorway. No need for wishing your life away in the car or on public transport whilst trying to get into a city centre – our location is easy to get to, has loads of free parking and plenty of shops and cafe's for lunch breaks.

We attract staff from all over the North West, with Manchester city centre just a 40 minute commute and Liverpool less than an hours drive.

Some of our staff think that Sandbach is so great, they live here. As well as the many shops, bars and restaurants, the town has numerous sports clubs, great schools and of course the weekly market.

If you're a fan of live music, the market occasionally attracts a busker who performs his very small repertoire of Oasis songs directly outside our offices.

Local bus routes run through the town and Sandbach Railway Station is well connected to the main Manchester – Crewe line.





# A GREAT PLACE TO WORK.

## THE BENEFITS

As well as helping some of the world's most vulnerable children and young people, there are some great perks if you're lucky enough to work for Railway Children.

### Project Visits

Where possible we encourage our staff to visit our projects and experience the work we do. That could be here, India, or East Africa.

### Time Out

You will start with 25 days holiday per year to recharge the batteries, after three years this will increase by an extra day per year until you reach a very relaxing 30 days leave.

### 'Railway Children Day'

We might not be able to fund a Christmas party but because our Trustees value what we do, they grant an additional day per year where the office is closed, usually around Christmas time.

### A culture we're proud of

Driven by our CEO, family values are at the heart of our culture and make Railway Children an incredible place to work. As well as a flexible working environment, it's one of the reasons why our staff retention is so impressive.



# STILL INTERESTED?

## HOW TO APPLY...

To apply for this post, please submit a letter outlining how you meet the criteria and your current curriculum vitae to:  
[e.donaldson@railwaychildren.org.uk](mailto:e.donaldson@railwaychildren.org.uk)

Applications can also be posted to:

Railway Children  
1 The Commons  
Sandbach  
Cheshire  
CW11 1EG

We regret that it is not possible to respond to every applicant and only those selected for interview will be notified.

**THANK YOU.**