## December 2020

## Dear candidate,

Thank you for downloading the Application Pack for the current vacancy at Ethical Consumer. Contained within this document are an application form, job description and information about the job, including person specification. We would be grateful if you could also complete a separate Diversity, Equity and Inclusion DEI) form.

Ethical Consumer is a not-for-profit multi-stakeholder cooperative. It is also an equal opportunities employer which welcomes applications from all sections of the community, and we use name-blind shortlisting. Please do not use your name anywhere in the form other than where asked. The offices of Ethical Consumer are upstairs in a wheelchair accessible building.

An awareness of and commitment to environmental and social issues is essential for this position. The job is normally office-based in Manchester.

Please fill in the application form and email it to the address below. Please **do not** include a CV or covering letter. Equal opportunities procedures mean that they will not be read.

The timetable for this recruitment is as follows:

**Closing date: 5pm Wednesday 13th January 2021**

**Short-listing: 13th - 20th January 2021**

**Interviews week commencing: 25th January 2021 (conducted on Zoom)**

**Starting date: End of February 2021, subject to negotiation**

We will acknowledge your application by email. If you are short-listed for an interview, you will be notified by telephone by 6pm Friday 22nd January 2021. If you do not hear from us by then, it means you have not been shortlisted this time.

The contract is for an initial period of 12 months. We very much hope to be able to move to a permanent contract after that period has expired, however the current economic uncertainty means we are unable to offer fully permanent posts at this time.

There will be the possibility of flexibility in the times you work, but we expect everyone to be present by 11.30am on the days they choose to work. The full team also meets every Tuesday at 11.30am, for a weekly check-in and monthly management meeting. There are annual strategy meetings for relevant subgroups and the whole co-op in the summer, an AGM in the Autumn, and a day-long political strategy day in the winter. Attendance at these meetings is compulsory for all co-op members.

Your application should be emailed to [enquiries@ethicalconsumer.org](mailto:enquiries@ethicalconsumer.org)

##### Background to Ethical Consumer

# Ethical Consumer Research Association

Ethical Consumer Research Association (ECRA) is the UK’s longest running alternative consumer organisation. It was founded in Manchester in 1988 as a not-for-profit workers’ co-operative to provide ‘information on the companies behind the brand names’ and to promote the ethical use of consumer power.

The organisation became a multi-stakeholder co-operative with both worker members and investor members in 2009. Both classes of member are involved in decision-making and the election of Directors onto the Board.

ECRA’s portfolio of products and services are designed to encourage purchasers to take environmental and social issues into account in the market place. They include:

* Ethical Consumer – a bi-monthly magazine
* [www.ethicalconsumer.org/](http://www.ethicalconsumer.org/) – a website with interactive product guides
* [research.ethicalconsumer.org](https://research.ethicalconsumer.org/) – an online database for corporate ethics research
* Commercial research services for NGOs and selected companies

There are currently 17 worker members of the co-operative – and a similar number of associates, contractors and volunteers working for the organisation.

**More information about all aspects of Ethical Consumer's work is available at** [**www.ethicalconsumer.org**](http://www.ethicalconsumer.org/)

###### Digital editorial assistant job description

**Location:** Ethical Consumer Research Association (ECRA) offices, Hulme, Manchester.

This is an office-based post but remote working is currently available during Covid restrictions.

**Salary:** £12,467 per year (£9.99/hr for 24 hours per week)

# Co-operative Responsibilities – if the role becomes permanent

All permanent staff are members of the co-operative. All members share the responsibilities of running the co-operative. Shared duties include:

* Taking part in the decision-making process;
* Attending co-operative meetings every Tuesday and as required;
* Some help with the tasks required for running the office such as mailing and answering phones.

**Specific responsibilities**

\* The digital editorial assistant will be helping to manage our website and digital content. The role will involve adding new editorial content to the website, writing web copy and re-purposing print content for web, and managing existing content to ensure it is well organised and presented, and provides a good user experience.

\* The digital assistant will also work with the marketing team to create new content and input on web and digital strategy.

\* The role will also involve providing some cover for our social media management (Twitter, Facebook, Instagram) and any other tasks as required.

\* In time, training will also be given to enable the digital assistant to manage more technical aspects of EC's website including: monitoring website performance using existing site monitors and analytics; understanding search engine optimisation; and providing first line user support for website related problems.

# Person specification

**Essential Qualities**

* Commitment to the co-operative way of working, good interpersonal communication skills, and ability to contribute to a co-operative decision-making process
* Awareness of and an interest in ethical consumerism. This may include an interest in the environment, human rights, animal welfare and politics in relation to corporations
* Ability to behave in a confident and professional manner towards colleagues, clients and other relevant contacts
* Good computer literacy and an ability to learn new computer programmes
* Web writing and editing experience
* Excellent organisational skills, ability to meet deadlines, multi-task and prioritise, and work on own initiative
* Ability to write clear and concise English and condense complex information
* Attention to detail
* Excellent proof-reading skills
* Ability and willingness to learn

# Desirable Qualities

* Experience of Content Management Systems, e.g. Drupal, Wordpress or similar.
* Familiarity with web analytics
* Experience of co-operative working
* Campaign experience, e.g. issues related to Corporate Social Responsibility
* Any other skills or experiences you think are relevant to the cooperative responsibilities listed above
* Experience of using different social media channels in a work environment

**Application Form for Employment – Digital Editorial Assistant**

***Please complete this application form. Please do not submit a CV.***

***Equal opportunities procedures mean that it will not be read.***

#### EMPLOYMENT HISTORY

Starting with your present or most recent work, please give a summary of all employment including any freelance or relevant unpaid work.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Dates** | **Employer** | **Post** | **Responsibilities** | **Reason for leaving** |
|  |  |  |  |  |

# QUALIFICATIONS AND TRAINING

*Starting with the most recent please give details of your education, qualifications and other training*

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates** | **Establishment** | **Subjects/Course/**  **Qualification** | **Grade** |
|  |  |  |  |

## INFORMATION IN SUPPORT OF YOUR APPLICATION

Please use the essential and desirable listings on the person specification to help you complete this section. Use each listed essential ‘quality’ as a sub heading and write about how you have evidenced that quality - drawing on relevant experience. You may include other relevant and ‘desirable’ experience (which may have come from sources other than employment), the reasons you want this job, particular skills you feel you can bring and so on.

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| --- |
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## INFORMATION IN SUPPORT OF YOUR APPLICATION – continued

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## ADDITIONAL INFORMATION IN SUPPORT OF YOUR APPLICATION

## Please use this section to tell us more about yourself. If you have been involved in ethical issues (e.g. environmental, human rights, animal rights issues, charity work etc.), or have an interest in any of these areas, please provide some detail below. You may include other relevant experience (which may have come from sources other than employment), the reasons you want this job, particular skills you feel you can bring and so on.

|  |
| --- |
|  |

## How much notice do you need to give?

Where did you see the advertisement for this job? If it was on social media, please state which Facebook group for example. ………………………………………………………………………….

**Please provide the names, and contact details, of two people who can provide references. One should be from your current or most recent employer:**

**Referee 1**

Name: …............................................................

Organisation: …............................................................

Position in organisation: …............................................................

Contact details email: …............................................................

Contact details phone: …............................................................

Relationship to you: …............................................................

**Referee 2**

Name: …............................................................

Organisation: …............................................................

Position in organisation: …............................................................

Contact details email: …............................................................

Contact details phone: …............................................................

Relationship to you: …............................................................

**I confirm that, to the best of my knowledge, the above information is truthful and accurate.**

**SIGNATURE or TYPE NAME**..................................................................... **DATE................…**

**Full Name** …..................................................................................................................

**Address** …..................................................................................................................

…..................................................................................................................

…..................................................................................................................

**Postcode** …...........

**Telephone Number** home / Mobile: …............................................................

Daytime (if different): …..................................................

Can we ring you during office hours? : Yes No

**EMAIL ADDRESS** …............................................................…...........................................

*Please send* ***BOTH*** *completed forms as documents* ***(please do not save as a pdf).*** *The**application form* ***and Diversity Equity and Inclusion form*** *(equal opportunities) are both downloadable from https://www.ethicalconsumer.org/about-us/working-ethical-consumer*

Send by 5pm Wednesday 13th January 2021 to

***enquiries@ethicalconsumer.org***