

• *here to* ISLINGTON •

What is Here To Islington?

More than just a website, we are Here To start a bold movement in Islington that moves away from 'volunteering' as we know it. By understanding what motivates people, Here To empowers residents to use their free time better to meet personal goals, while also doing good in their community.

In the beginning, user-led workshops revealed a disconnect between the needs of organisations looking for help and the needs of residents who are happy to lend a hand in Islington. Organisations were either struggling with a lack of commitment from volunteers or felt 'burdened' by lots of people who they did not know what to do with. Residents, however, emphasised the biggest volunteering turn-offs were a lack of clarity, too much red tape and high time-commitments.

In response to these findings, we created Here To Islington: a co-designed solution that exists to make volunteering simpler, more exciting and realistic for residents.

We believe that many challenges to mobilising help can be addressed with more thinking before recruitment. That is why we created a website that is resident-focused, and coaches organisations on how to translate their needs into bite-sized, vibrant opportunities that make clear benefits beyond altruism. Encouraging a move away from application forms, job descriptions and drawn-out processes, islington.hereto.org makes volunteering effortless for residents through a clean, beautiful, quick and easy-to-use menu of searchable options. Skills, perks, images, testimonials and team member bios are common to all opportunities to reassure residents.

What is the plan for Here To Islington?

Despite being less than a year old, Here To has evolved over the last 6 months: we have come up with lots of new ideas based on our action learning and we have got big ambitions for the future.

We are looking for new people to join our team so that we can undertake new activities that will help to build a more sustainable (financial) future for Here To. Specifically, we are looking to build our own income streams that make us less reliant on grant funding, and also to target what we offer by creating mini-projects under a more general Here To umbrella.

This is a really exciting time to join the Here To team and there is scope to have a significant impact on the future direction of the project. Please see below for the role description and personal specification of the Community Development Co-ordinator role we have created.

Community Development Co-ordinator

What is the overall purpose of the Community Development Co-ordinator role?

The Community Development Co-ordinator will be responsible for working with our two main groups of stakeholders: residents and organisations (charities, social enterprises and community leaders).

Broadly speaking, your time will be split between:

- *Organisation engagement* – curating and managing a growing number of live opportunities on the Here To website that enable residents to use their free time better in ways that suit them
- *Resident engagement* – collecting, analysing and reacting to feedback from residents about their volunteering experiences through Here To, with a view to sharing this information with organisations

Helping to establish and use an internal database, you will be working closely with our target audiences to enable them to get the most out of the Here To website.

Always on the look-out for new projects that have interesting, bite-sized ways Islington residents can help out locally, you will be responsible for coaching community leaders through our online wizard tool and the key components of the Here To approach.

The central priority for Here To is to create a better customer experience for volunteers in Islington, and so speaking regularly to residents to assess whether or not organisations are using the Here To technology in the way it is intended, is a vital part of our work.

You will be responsible for promoting the opportunities on the Here To website to residents via our social media channels and by matchmaking people to local projects based on their skills and the perks they are looking for.

Key activities and accountability

Website management

Support organisations to create and maintain up-to-date, relevant and exciting opportunities for residents by editing, repositioning or removing them when required

Keep up-to-date with opportunities posted on the site, project owners, their operational contexts and the performance of live opportunities (the number of enquiries)

Develop and implement new ways of sharing best practice with organisations that enable them to create high quality posts themselves using the online wizard tool e.g. toolkits, podcasts and newsletters

Relationship management

Use a database to track the status of all live, inactive and incomplete opportunities, as well as leads for future projects according to our internal processes

Cultivate strong relationships with a range of stakeholders where you can deliver constructive feedback as to how they can improve their volunteering offers

Liaise regularly with residents who make enquiries via Here To to check and record where they are on their way to helping out locally

Think creatively in collaboration with residents to understand their personal goals and to find solutions that will enable them to help out in the way they would like to e.g. refer them to other opportunities

Gather, analyse and aggregate feedback from residents in creative ways for our website, success stories (case studies) and promotional materials

Record and respond to any feedback, comments and complaints promptly and professionally

Marketing and promotions

Develop strategies with the Here To Manager to increase the number of people and organisations using the website e.g. using market intelligence/resident feedback for promotional activities and events

Support our digital communications by creating content for the Here To blog and our social media channels

What are we looking for in the ideal candidate?

Someone who is committed to and energised by what Here To Islington stands for

Here To Islington is all about helping people to use their free time better while supporting the Islington community. We hope to create a new way for organisations to recruit people: to help them out and to create a much better customer experience for volunteers.

You must therefore be someone who understands the need for a project like Here To and who is committed to creating/continuing to improve the Here To experience to better meet the needs of our users.

Someone who is organised and methodical in their approach

This role will require a mind that is good at multi-tasking and keeping several plates spinning at once: you will need to manage a growing number of opportunities whilst ensuring are meeting the needs of residents.

Keeping some of our stakeholders on-task can be very challenging, so we are looking for people who understand basic project planning and who can hold different timelines in their head at any one time.

We are also in the middle of creating new processes and a database to manage the journeys of users who are engaging with Here To. We are looking for someone with a high attention to detail who is able to help hone our internal delivery processes.

Someone who knows how to make friends and influence people

Islington has a thriving third sector and there are a lot of grassroots groups working towards social change too. We are looking for someone who can communicate effectively with all types of people and organisations, and who can win them round to the Here To way of thinking.

Maintaining relationships with a huge range of organisations and residents is the lifeblood of Here To. These relationships are our primary – our only – assets. You will need to represent the project in such a way that our stakeholders value, respect, admire and root for us.

Someone who knows how to make speak to people and understands the barriers to volunteering that people face

We are looking for people to join the team who have had a fair few experiences of helping out on local, national and/or international projects and both in short-term and longer-term capacities.

As Resident Lead, your main priority is to understand and empathise with residents' opinions, with a view to using this knowledge to make volunteering better and more enjoyable for everyone. So the more you have lent a hand yourself, the more you will be able to form good connections with the residents using Here To.

Someone who is happy working in a flexible and fast-moving start-up environment

Here To Islington is a new project founded on principles of iteration and co-production and we are Here To create a movement in Islington that champions a bold new approach to volunteering. This involves sparking a lot of change amongst lots of different groups.

Whilst we have a great team making magic happen online, we are also still learning. This means that working as part of the Here To Islington team will be fast-paced, and that changes in the direction of the project can be frequent.

We are looking for someone who will be able to cope with such a dynamic environment and who is resilient in the face of adversity. We are a really small team and so you must also be happy beavering away on your own and getting stuck into new tasks you may not have tried before.

Someone who has a way with words and images

It is all about the sell on the Here To website, making the opportunities sound exciting and fun: we want everyone who visits islington.hereto.org to leave feeling inspired and motivated about getting involved locally.

This will often mean rewording opportunities that might sound boring, dated and uninviting, finding new/cropping images for the posts, and working with organisations who submit incomplete projects to source the missing information. You will need a love for copywriting and an understanding of what makes a good picture to excel in this role.