



Silver Surfers' Day – Events Manager Job Description

Background

Silver Surfers' Day (SSD) is the largest, national campaign to focus on older people in the UK and has grown year on year since it was begun in 2001.

Digital Unite originated SSD and manage the campaign each year. It aims to raise awareness of and promote digital participation (digital literacy and digital media skills) to older people. Campaign activity runs year round, but starts in earnest each January as we build up to SSD which is on the Friday of Adult Learners' Week in May.

SSD2010 will be on Friday 21 May. See <http://silversurfers.digitalunite.com/>.

SSD is run through local organisations (Event Holders). Digital Unite provides resources and support centrally to enable Event Holders to plan, promote and then deliver 'digital media events' for older people in their area. In 2009, there were 1,050 Events run by 830 Event Holders; they ranged from schools and colleges to Age Concern branches, libraries, sheltered housing schemes, private businesses, local charities and outreach groups already working with older people.

The recruitment and support of these Event Holders is crucial to the success of SSD.

The Job

We are looking for someone to join the SSD Team in January 2010 as the SSD Events Manager, supporting existing Event Holders and recruiting new ones.

For SSD10 our theme is 'intergenerational SSD Events' and so the Events Manager will be particularly focused on developing, promoting and supporting SSDs in and with the support of schools and colleges, and other young peoples' groups, networks and clubs.

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Silver Surfers' Day was created and is run by Digital Unite
<http://silversurfers.digitalunite.com/>



Goals

- To ensure that as many SSD09 Event Holders as possible run Events again in 2010;
- To build on established relationships with distinct Event Holder types, such as UK online centres, libraries, Age Concerns and encourage even more participation for these groups;
- To encourage more, and new, organisations and people to run SSDs in May 2010 by developing new relationships;
- To initiate as many intergenerational SSD collaborations as possible, working directly with local schools and youth groups and via their networks and intermediaries;
- To promote community and collaboration between Event Holders online by stimulating interactions through an Event Holders Forum on the SSD website;
- To effectively and creatively support all Event Holders by remote methods through to May 21st;
- To galvanise the Event Holder community and to raise awareness and profile of SSD more widely on and offline.

Methods

- To gather feedback, experiences and ideas for Event Holders new, experienced, and potential;
- To enthuse, inspire and support new, experienced and potential Event Holders through regular and creative communications;
- To organise workshops/ attend conferences/ identify and prioritise partnership opportunities;
- To communicate the build up to SSD for the Event Holder community more widely by blogging about it on SSD website, producing a regular Ezine, and communicating through third party channels (such as other blogs, social networks, media and communications, discussion groups etc);
- To keep efficient records and to maintain excellent contact with rest of SSD Team.

Skills

- Good communication skills, ability to inspire, cajole and enthuse;
- Comfortable with public speaking and able to address meetings, groups and possibly conferences with enthusiasm;
- Good IT skills, comfortable with social media, blogging, community moderation, tweeting and other social media platforms;
- Excellent organisational and time-management skills: you will be part of a remote team and will be managing your own work time;
- Excellent team worker – you will be part of a dispersed SSD Team under remote management, so will need to be responsive and efficient;
- Genuine interest in digital literacy and older people's agenda; some experience of partnership working essential; experience of community engagement and of campaign management useful.



Practicalities

The Events Manager will be working from home on his/her own equipment. He/she will be expected to attend monthly (initially possibly fortnightly) Team Meetings (in London and/or Winchester). The Events Manager will also have to travel to other meetings as part of their job.

The Events Manager will work 20 hours a week. These 20 hours will be ideally spread out across the week. Remuneration will be up to £130/day (for a 7.5 hour working day). Expenses such as exceptional or extended travel, collateral for presentations, agreed in advance, will be paid for in addition.

The initial contract will be for six months (January – June 2010) and, it is anticipated, with opportunity for extension thereafter. Training will be provided.

To Apply

If you are interested in applying for this post, please send a CV and a covering letter to Emma Solomon at emma.solomon@digitalunite.net