

JOB DESCRIPTION

POST:	Marketing Officer – Kinship Care
LOCATION: occasion	Edinburgh with travel to all Children First offices on
RESPONSIBLE TO:	Marketing Manager
SALARY:	£30,002 - £35,076
HOURS:	17.5 hours p/a

WHO ARE WE AT CHILDREN FIRST

Children First is Scotland's national children's charity. We stand up for every child because all children should have a safe childhood.

We protect children from harm and support them to recover from trauma and abuse through our national support line and in their homes, schools and communities.

We help children, their families and the people that care for them by offering emotional, practical, and financial support.

We believe all children should have hopes, dreams and opportunities. But, for many they don't exist.

We work with families, funders, supporters, partners and volunteers to put Scotland's children first. Together we can create a safer, brighter future for all children in Scotland.

Our core values guide how each one of us works in our individual day to day job:

- With *love*, we put children first.
- With *purpose*, we transform children's lives.
- With *strength*, we do whatever it takes to protect Scotland's children.

ROLE SUMMARY

Children First have recently acquired the national kinship care service after submitting a successful bid to the Scottish Government. When children can no longer live with their parents, members of their extended family may step in and care for them. This is known as kinship care.

The service will sit alongside the already established support line and be accessed by the same telephone number. Our support workers will provide free and confidential support and advice to kinship carers across Scotland.

The marketing officer – kinship care is a new role, which will be embedded within the kinship care support line service, while being managed and supported by the wider Children First communications and marketing team. The successful candidate will play a key role in shaping a multi-channel marketing strategy for the kinship care support service including social media, newsletters and events and be responsible for executing this. They will have a particular emphasis on the development of the website and organising events and webinars to support kinship care families and professionals, including the annual Kinship Care Week.

DUTIES AND RESPONSIBILITIES

Digital

- Update and develop website content using the CMS.
- Support the marketing manager to liaise across teams to ensure a coordinated approach to website content that it is up to date, accurate and engaging, making good use of current and new techniques.
- Increase website conversion rates including supporting the increase of calls to the national kinship care line.
- Coordinate digital advertising promotions and marketing including raising awareness of the work of the charity, supporting fundraising campaigns and promotions, policy campaigns and events.
- Create engaging social media content to be published across our channels.
- Work collaboratively with teams across the charity to develop multimedia content stories which promote the work of the kinship care service and Children First, to include video content.
- Support the marketing manager to ensure budget spend is allocated accordingly.

Marketing Communications and Events

- With the guidance and support from the marketing manager, implement a marketing strategy which aligns to the charity's vision and mission.
- Plan, deliver and evaluate integrated marketing campaigns.
- Plan, deliver and host a range of engaging and accessible online and in person events, including webinars, during 'Kinship Care Week' and throughout the year.
- Ensure brand consistency across all Children First publications including newsletters, leaflets and the website.
- With support from the wider communications team, respond to press enquiries, pitch proactive media stories, arrange media interviews, brief spokespeople, organise press conferences, filming and photography to increase awareness of kinship care services.
- Support children and families to appropriately share their stories by following Children First's story gathering process.
- Work with external agencies and suppliers, including printers to ensure delivery of Children First marketing needs.
- Contribute to Children First cross-organisational working groups and ensure delivery of marketing support required.
- Support the marketing manager to ensure budget spend is allocated accordingly.

Participation

- Develop and deliver participation activities, with support from the wider kinship care service team and the Children First participation lead to ensure the voices and views of kinship care families influence the development of the kinship care advice service.

ADDITIONAL DUTIES

From time to time, you may be asked to take on reasonable additional duties in response to unforeseen needs or changes in the service. These tasks will relate to the nature of your role and skill set. If any such responsibility becomes a regular part of your work, we will review and update your job description in consultation with you.

ADDITIONAL RESPONSIBILITIES

As a marketing officer, you'll be part of a values-driven organisation that places children, young people, families, and communities at the heart of everything we do. In addition to your core role, you'll be expected to uphold and contribute to our wider organisational culture and standards through the following responsibilities:

- To be committed and adhere to Children First vision, mission, and values.
- To comply with Children First Child Protection and Adult Protection policies and procedures and with National Guidance.
- To comply with Children First Our Colleague code (All Children First staff) and Codes of Practice for Social Service Workers and Employers (specific to Children and Family Services Divisional staff).
- To actively consider the involvement of children, young people, families and adults with whom we work, in all areas of practice and to implement the Children First Participation Standards.
- To actively consider the involvement of volunteers in all areas of our work and to implement the Children First Volunteer Development Policy.
- To observe all health and safety requirements.
- To work within and promote policies in relation to Equal Opportunities and anti-discriminatory practices.
- Record, maintain and review information, gained through the process of assessment, monitoring and review, within the Children First Case Recording System.

PERSON SPECIFICATION

POST: **Marketing Officer**

	Essential	Desirable
Qualification:	Educated to high school level	Professional qualification in marketing
Knowledge:	Knowledge of current marketing trends and new techniques in marketing	Understanding of child protection and trauma recovery
Skills:	- Ability to work and make decisions both independently and collaboratively - Able to work to deadlines while managing a wide and varied workload using strong organisational skills - Excellent attention to detail - Strong interpersonal skills	
Experience:	- Experience of implementing marketing and campaign strategies - Experience of multi-channel marketing campaigns, both digital and print - Production of marketing materials for a variety of functions and audiences - Experience in planning, delivering and hosting a variety of small and large scale events - Proven copywriting abilities - Experienced at developing brand building initiatives - Experience of working collaboratively with internal stakeholders and working on cross-departmental initiatives - Experience of using a range of communications software	- An understanding of and commitment to the principles of involving volunteers - Experience using Adobe Illustrator or other design software - Experience of working in the voluntary sector

	tools, including CMS, email marketing platforms, video and design editing software	
Other:	• Ability to adopt a flexible and responsive approach to work sometimes out with normal office hours (on a planned basis). • Commitment and promotion of equal opportunities and anti-discriminatory practices at work.	• A full driving licence and access to a vehicle for work-related travel or the ability to travel independently to locations not always served by public transport • An awareness and interest in the work of Children First.