

Job Description

Post:	Marketing Manager
Responsible to:	Head of Communications & Marketing
Responsible for:	Marketing Officer, Graphic Designer
Location:	Edinburgh/ Hybrid with travel to all Children First office locations on occasion
Salary:	£42,500 - £48,900

Role Summary

Implement Children First's marketing strategy to position Children First as the national children's charity, protecting Scotland's children. Oversee marketing campaigns with a focus on brand management, website development and marketing to cover the full marketing mix across multiple media channels. Manage and support the marketing team and work closely with other managers to achieve the strategic objectives of the charity.

Duties and Responsibilities

Management

- Work with the Head of Communications & Marketing to develop and implement a marketing strategy which aligns to the charity's vision and mission.
- Manage the Marketing Officer and Graphic Designer, ensuring that the right culture, skills, knowledge and experience are present to deliver the charity's strategic objectives.
- Contribute to Children First cross-organisational working groups and ensure team delivery of charity goals and objectives.
- Plan, build and actively manage team budgets.

Marketing

- Plan, deliver and evaluate integrated marketing campaigns to support the successful implementation of our key policy calls and influencing campaigns, and to maximise coverage of our appeals and support our funding relationships.
- Ensure brand consistency across all Children First publications including newsletters, leaflets, website and annual report.
- Using a business partner approach, be the main point of contact for design across the charity
- Work with colleagues across the organisation to promote the charity's key messages and campaigns

- Support children and families to appropriately share their stories by following Children First's story gathering process.
- Carry out market research and maintain a brand awareness tracker.
- Support the individual giving fundraising team, using the full marketing mix across multiple channels to create and deliver direct marketing campaigns to increase donations and legacies.
- Liaise with and manage external agencies to ensure clear understanding of Children First marketing plans.

Digital

- Manage the development of content on the charity's website and update it using the CMS.
- Liaise across teams to ensure a coordinated approach to website content ensuring that it is up to date, accurate and engaging, making good use of current and new techniques.
- Increase website conversion rates and maximise online income.
- Lead and co-ordinate the digital advertising promotions and marketing including raising awareness of the work of the charity, supporting fundraising campaigns and promotions, policy campaigns and events.
- Work collaboratively with teams across the charity to develop multimedia content and case studies which promote the work of Children First, to include video content.
- Manage and allocate budget spend accordingly.

Other 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 code of conduct (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 and families 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.
- To undertake any other reasonably required duties as instructed by line manager or someone acting on their behalf, in addition to the role specific responsibilities detailed below.

Person Specification

Essential				
Need to Have	Need to Show	Need to Know	Need to Be	Core Values
<p>Minimum 2 years' experience within a similar role</p> <p>Experience of multi-channel marketing campaigns, both digital and print</p> <p>Production of marketing materials for a variety of functions and audiences</p> <p>Proven copywriting abilities</p> <p>Experienced at developing brand building initiatives</p> <p>Experience of working collaboratively with internal stakeholders and working on cross-departmental initiatives</p> <p>Experience of using a range of communications software tools, including CMS, email marketing platforms, video and design editing software.</p>	<p>Ability to listen, discuss and negotiate and provide advice on difficult/complex/sensitive issues</p> <p>Excellent written and verbal communication skills</p> <p>Ability to work and make decisions both independently and collaboratively</p> <p>Able to work to deadlines while managing a wide and varied workload using strong organisational skills</p> <p>Ability to assimilate information and recognise the importance of attention to detail</p> <p>Confident and able to form effective and credible relationships with all levels of staff,</p>	<p>Knowledge of current trends and new techniques in marketing</p>	<p>Flexible approach to work</p> <p>Able to travel to Children First offices across Scotland</p> <p>Able to work occasional evening and weekends</p> <p>A commitment to and understanding of the principles of participation</p>	<p>With love we put children first.</p> <p>With purpose we transform children's lives together.</p> <p>With strength we do whatever it takes to protect Scotland's children.</p>

Line management experience.	external suppliers and partners.			
Experience of managing budgets				
Desired				
Professional qualification in marketing	An awareness of and interest in the work of Children First	Experience of the voluntary sector		
Understanding of child protection and trauma recovery.	Coaching and/or training skills			
An understanding of and commitment to the principles of involving volunteers				
Excellent ICT skills (MS Office applications)				