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| **JOB TITLE:**  Marketing & Media Officer**RESPONSIBLE TO:** Chief ExecutiveLOCATION: Head Office **HOURS OF WORK:** Full Time - 35 hours per week over 4 days - Monday-Friday  **POSITION SUMMARY:** To co-ordinate and delivery marketing functions across The  CFT and ensure that brand guidelines are met and followed.  To be responsible for the recruitment of Foster Carers and raise the  profile of the organisation. Responsible for developing and  maintaining all marketing materials as well as managing social  media channels. |
| **POSITION IN STRUCTURE:**  Chief Executive  **MARKETING & MEDIA OFFICER** |
| KEY COMPETENCIES:  |  |  | | --- | --- | | * Conduct * Building Relationships * Planning & Organising * Customer Relationships | * Communication * Problem Socialising * Technical Expertise | |
| **MAIN DUTIES AND RESPONSIBILITIES:**  In addition to the functions detailed below, employees are required to carry out such other duties as may reasonably be required.   |  | | --- | | * **Marketing** * Responsible for responding to queries, promoting our fundraising and communicating the impact of our work, this multifaceted role helps us raise awareness of fostering, promote our corporate partnerships, advertise events, engage volunteers and boost fundraising donations and revenue * Managing all marketing for the company and activities within the marketing department. * Work with CEO to develop marketing strategies for the organisation. * Developing the marketing strategy for the company in line with company objectives. Ensure that all messages are consistent with the charity’s core values and principles. * Overseeing the company’s marketing budget and provide guidance on regional budgets. * Creation and publication of all marketing material in line with marketing plans. * Planning and implementing campaigns. * Develop, produce, distribute and evaluate merchandise with external suppliers, ensuring that materials are high quality and support the brand. * Overall responsibility for brand management and corporate identity * Preparing online and print marketing campaigns. * Monitor and report on effectiveness of marketing communications. * Creating a wide range of different marketing materials. Regularly review all marketing materials for the organisation to ensure they are fit for purpose. * Working closely with design agencies. * Management of all social media channels and outlets. * Develop and deliver content for social media. * Maintain existing relationships with organisation audiences as well as developing new opportunities to raise the company profile. * Report writing – including competitor and market analysis. * Assisting with the development of new regional offices. * Support regional offices in marketing events including events and online activity. Provide regions with the materials they need to carry out their own marketing efforts i.e. copy and editorial for adverts etc. * News Stories – including Website, external publications i.e. newspaper editorials and CFT times. * Run regularly competitions and encourage engagements from our supporters. * **Website** * Development and Management of Company Website * Working with external providers to ensure website is well recognised online. * Creation and editing of existing and new content on website. * Analyse and review website regularly to measure performance. * **Foster Carer Recruitment** * Provide CEO with updates regarding regional recruitment. * First point of call for website and national line enquiries. Initially ‘vet’ Foster Carers to ensure they meet the minimum standard and obtain more information from the applicants regarding suitability to Foster. * Liaise with and maintain relationships with external recruitment sources i.e. Simply Fostering. * Regularly review current methods of recruitment and investigate new ways to reach prospective Carers. | |  | |
| **SKILLS, QUALIFICATIONS & EXPERIENCE:**   * Strong IT and prioritising skills * Confidential and ability to communicate effectively both verbally and in writing * Self-organised and tidy working style * Aptitude for automating and streamlining office processes * Good time management * To work within The CFT’s Policies and Procedures * Ability to work as a member of a team whilst also using own initiative |