Team Fostering – Job Description

Job Title:	Marketing Officer	**JE Reference:**	JE119
Base:	North East		
Reports to:	Marketing Manager	**Grade:**	N/A
Service responsibility:	Central Services (Marketing)	**Salary Band:**	£28,276.98 - £34,262.52
Additional:	Some travel may be required.	**Hours:**	37.5hrs Monday to Sunday 52 Weeks

JOB PURPOSE

As a Marketing Officer for Team Fostering, you will be responsible for assisting in the development of effective marketing strategies, and delivering these strategies across a number of channels in order to promote our agency's services and attract potential foster carers. You will work closely with colleagues across marketing and recruitment, social workers, foster carers and other stakeholders to create compelling campaigns and initiatives that resonate with our target audience.

Flexible working arrangements will apply to this post, which will necessitate weekend, evening and home working as required by the business need.

JOB SUMMARY

Main Duties and responsibilities

- Supporting on delivery of the agency's marketing strategy. This includes helping to identify target markets for the recruitment of carers and supporting the development and implementation of strategies to communicate with them.
- Maintaining and constantly updating the agency's digital marketing to ensure our online activity is fully integrated with any offline campaigns.
- Working with internal teams to facilitate new content to add to the website and for use in digital communications and campaigns. This would include content such as copy, graphic content, case studies, photography and rich media such as film.
- Designing and ordering marketing and communications materials such as leaflets, brochures, reports and branded merchandise as needed
- Optimising the website to improve user experience, maximising the conversion of visitors to potential foster carer enquiries.

- Working with external design and digital agencies to help meet the needs of Team Fostering's Marketing and Recruitment Strategy. This includes building relationships with key people and having regular catch up meetings to be made aware of progress towards key aims and objectives.
- Contribution to, and awareness of, all pay-per-click (PPC) campaigns through external AdWords consultants and other online advertising.
- Responsible for the agency's internal communications including the development and maintenance of the agency's Intranet. Working with a cross agency team to ensure that it remains up to date, and relevant to meet communication needs.
- Representing the agency's marketing function within Team Fostering including at regional and agency-wide meetings.
- Maintaining the agency's social media presence, acting as an advocate for Team Fostering, posting content and engaging with others to generate interest from potential foster carers and relevant organisations.
- Investigate new methods of marketing the agency to potential foster carers, making recommendations where appropriate.
- Working with partner organisations on SEO, ensuring an effective online presence and boosting visibility through natural search.
- Monitoring national and local media and press to identify new marketing opportunities.
- Working with the Data Officer to maintain systems to monitor and regularly report on marketing activity and effectiveness of strategy in achieving marketing aims, including contributing towards reports where necessary.
- Working with the Marketing Manager to evaluate feedback, research, market conditions/trends, and competitor data to inform strategy and marketing plan. This will include leading on a formal competitor analysis at regular intervals.
- Maintain awareness of developments in the sector.
- Building excellent working relationships with current carers, young people, staff and local organisations to ensure their continued contribution and support of recruitment campaigns.
- Working alongside the Marketing Manager to execute effective e-comms strategies to a wide range of stakeholders. This will include involvement in the onboarding and roll out of any future developments.
- Handling and processing enquiries to support the Recruitment and Engagement Officers where needed. This aspect will involve some weekend working – subject to change but typically for a few hours every 1 in 3 weekends.
- Attendance at Recruitment Events, both online and in person as required by the Agency.
- Attendance at agency events and activities where necessary to support the creation of content. This may involve some travel between regions.
- To contribute to information sharing with agency management regarding business needs and local authority trends.
- To work with the wider team to ensure excellent delivery of services, including developing plans for the service.
- To receive, process and communicate sensitive, complex information to a range of colleagues, carers and children and young people such as referral information etc.
- To work with partner agencies at an appropriate level to offer an outstanding level of customer service.
- To represent the Agency in a professional and exemplary manner in all aspects of work.

GENERAL RESPONSIBILITIES

Safeguarding Children and Young People

- To commit to safeguarding and promoting the welfare of children and young people and protecting them from risk of harm. The agency recognises its responsibility to

ensure safe and appropriate policies, working practices and systems are in place for all staff working with children and young people.
- To comply with Team Fostering's Safeguarding Policy and promote the safeguarding of children throughout their work.
- To mandatory safeguarding training in relation to their work with children and young people.

Confidentiality
- To safeguard the confidentiality of information relating to carers, children and young people at all times in accordance with agency policies and procedures.

Health and Safety
- To comply with Health and Safety regulations and guidance in the course of employment.

Data Protection
- To comply with the Agency's policies and Data Protection Act in all aspects, with particular reference to the protection and use of personal data relating to carers and children and young people.
- To ensure all data is recorded accurately, timely, up to date and in a non-discriminatory manner.

Equality & Diversity
- To comply with the agency's equality and diversity policy and be able to demonstrate their commitment to the policy in all aspects of their work
- To actively promote equality of opportunity and an anti-discriminatory service.

Ethos and Values
- To subscribe to the ethos and ethical values upheld by Team Fostering and demonstrate those values in own everyday work.

Additional expectations
- To participate in wider Agency meetings and working groups as required.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified and the post holder may reasonably be expected to undertake other duties commensurate with the level of responsibility that may be allocated from time to time

Team Fostering is committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks, including an enhanced DBS check. Team Fostering does not allow smoking in the workplace.

Signed: …… Date: ……..