Team Fostering
Person Specification – Marketing Officer

The following criteria will be used to shortlist during the application and interview stages:

Qualifications and Training

E	ESSENTIAL	Application	Interview
1	Minimum of 5 GCSE's including English Language and Mathematics at grade C/4 or above (or equivalent qualification / experience).	✓	
D	**DESIRABLE**	Application	Interview
1	Degree in marketing, or related Creative discipline.	✓	
2	Educated to A Level standard or equivalent.	✓	

Skills, Knowledge and Experience

E	ESSENTIAL	Application	Interview
1	Demonstrable marketing and communications experience and comparable level of expertise gained in a similar role.	✓	
2	Excellent IT skills, including an in-depth knowledge of social media platforms and their respective participants, blogging ecosystem relevant to Team Fostering, and Microsoft office packages.	✓	
3	Ability to work with design software.	✓	
4	Excellent communicator in both written and verbal formats, including the ability to write short articles of interest to Team Fostering stakeholders.	✓	✓
5	Good understanding of the principles of SEO.	✓	✓
6	Creative thinker, with a proven ability to devise new ways of communicating with established and potential customers.		✓
7	Ability to identify target markets and develop strategies to communicate with them.	✓	✓
8	Have a working knowledge of a wide range of marketing techniques and concepts.	✓	✓
9	Strong project management and organisational skills and the ability to prioritise workload and work to tight deadlines.	✓	✓
10	Excellent interpersonal skills and ability to build and maintain positive professional relationships and also engage with Potential Foster Carers.		✓
11	Strong desire to improve children's lives.		✓

12	A commitment to developing the agency as a successful, ethical business within the not for profit sector.		✓
13	Customer service skills.	✓	✓
14	The ability to learn and keep up to date with detailed information about the agency.	✓	✓
15	Ability and flexibility to work as part of a team.		✓
16	Excellent relationship management skills.	✓	✓
17	Ability to measure and evaluate the success of performance, researching good practice and using it to inform further improvement.	✓	✓
D	**DESIRABLE**	Application	Interview
1	Experience with website analysis using Google Analytics.	✓	
2	Experience working with pay-per-click ad platforms and proficiency in managing pay-per-click accounts.	✓	
3	Experience of video content creation and ability to work with video editing software	✓	

Safeguarding and promoting the welfare of Children and Young People

E	**ESSENTIAL**	Application	Interview
1	Demonstrates an understanding of safeguarding issues		✓
2	Understands the principles of confidentiality		✓
3	Recognises the limits of own authority within the role		✓

Personal Qualities

E	**ESSENTIAL**	Application	Interview
1	Committed to working in a respectful and non-discriminatory way.		✓
2	Resilient, self-sufficient and enthusiastic.		✓
3	Have a can do attitude and a willingness to learn.		✓
4	Ability to work unsupervised using own initiative.		✓
D	**DESIRABLE**	Application	Interview
1	Understanding of the Not for Profit Sector.	✓	✓

Job Circumstances

E	**ESSENTIAL**	Application	Interview
1	Ability to work flexibly to meet the needs of the service.	✓	✓

2	Current full driving licence and access to own car	✓	
3	Ability to meet transport requirements of the post	✓	

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.