



Brighter
Futures for
Children

brighterfuturesforchildren.org

Marketing Officer (Fostering)

Job Description & Person Specification

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Job Information

Post Title	<ul style="list-style-type: none">Marketing Officer (Fostering)
Reports to:	<ul style="list-style-type: none">Head of Communications & Marketing, dotted line to Fostering Team Manager.
Grade and Salary:	<ul style="list-style-type: none">£35,934 to £38,813 depending on experience. Two year fixed term contract.
Location	<ul style="list-style-type: none">Civic Centre, Reading
Conditions:	<ul style="list-style-type: none">37 hours per week, including some evening and weekend work as required.
Direct reports to the post:	<ul style="list-style-type: none">None

Job Purpose

Brighter Futures for Children is improving outcomes for Reading's children, young people and families.

We are an independent, not-for-profit-company, wholly owned by Reading Borough Council. Our responsibility is to deliver quality children's services, early help, education and Special Educational Needs and Disabilities (SEND) services in the borough.

One of our main priorities and focus is to engage more local foster carers, so children in care can stay within the borough of Reading and face less disruption and fewer unnecessary changes to their lives.

We are looking for an experienced Marketing Officer who can help drive interest in our fostering offer and encourage the recruitment of more local foster carers.

The post-holder will help plan and co-ordinate marketing, promotional and recruitment campaigns and other activities that result in the successful recruitment of foster carers and adoptive parents for Brighter Futures for Children.

This role will require excellent presentation skills and communications skills, both verbal and written, as well offline and digital marketing skills as positive engagement with the local businesses and community groups is essential.

Designation of Post within Company Structure

1. Your role

- To implement and monitor our fostering recruitment marketing strategy that will directly result in successful recruitment of prospective foster carers and when required, adoptive parents



- Create media opportunities and develop a proactive PR programme that will secure positive media coverage in and outside of the borough, to highlight Brighter Future for Children's need for foster carers and adoptive parents
- Plan and deliver an annual calendar of promotional events
- Assist in the development of on-brand marketing materials and advertising to support recruitment
- Significantly contribute to raising and developing the profile of Brighter Futures for children fostering team
- Organise and deliver presentations to community groups, community and business events to raise local awareness of the need for more foster carers and adopters. This will include presenting and supporting talks on the work of the Fostering Team, as well as general presentations on Brighter Futures for Children.
- Develop and nurture relationships with local community organisations, for example local businesses, community groups, schools and churches which can support fostering recruitment campaigns and help reach target audiences. This is both offline through community talks and digitally via connecting and interacting via social media
- Measure the attendance and interaction at events by recording enquiries and leads, passing these on and monitoring feedback from the fostering website to generate frequent reports
- Contribute to the recruitment process, including customer journey and experience by ensuring leads can be fully tracked and the impact of events evaluated to ensure value for money is delivered
- Participate in the family finding process for long-term fostering, which may involve you using marketing skills to support family finders in recruiting foster carers for specific children
- Work with the Communications & Marketing team and the Fostering team to brand and format documents
- Present and facilitate marketing recruitment events
- Work within budget constraints and seek to achieve value for money in all activities
- Monitor and evaluate activities against targets and timescales
- Monitor and provide timely feedback on the effectiveness of individual campaigns
- Produce timely reports which detail the activity and outcomes of the marketing recruitment strategy
- Maintain regular liaison with the Fostering Team to ensure effective and satisfactory



marketing service delivery

- Work closely with colleagues and partner organisations to ensure co-ordinated delivery of promotions and campaigns related to fostering and adoption recruitment
- Develop a specialist interest in fostering and adoption campaigns and monitor related activity in other organisations and nationally to help inform our recruitment plan.
- Maintain confidentiality
- To take reasonable care of your own health and safety and co-operate with management, so far as necessary, to enable compliance with the company’s health and safety rules and legislative requirements
- To undertake such personal training as may be deemed necessary to meet the duties and responsibilities of the post
- Support ad-hoc marketing and communications tasks as requested by Head of Communications & Marketing and/or the Digital Marketing Manager
- Brighter Futures for Children is a dynamic organisation which recognises the need to respond flexibly to changing demands and circumstances. While this job description provides a summary of functions and responsibilities of the post, this may need to be adapted or adjusted to meet changing circumstances. Such changes would be commensurate with the grading of the post.

2. Relationships – who you will work with

Internal:

- Communications & Marketing Team
- Fostering Team

External:

Develop and promote strong partnerships with:

- Local business and community organisations to host and support fostering marketing events/talks etc

3. What your performance will be measured against

- Deliverables in the Fostering Marketing Recruitment Strategy and Action Plan
- Personal objectives set as part of your continuous professional development.



4. Your level of autonomy

- Required to work as part of a team as well as using own initiative to deliver objectives

5. Personal Attributes

- Confident
- Approachable
- Friendly
- Uses initiative
- Achieves deadlines

6. Scope of Job (Budgetary/Resource Control/Impact)

- No direct staff supervision responsibilities
- No direct budget responsibilities but the post holder is responsible for forward planning and maintaining an accurate log of expenditure
- Level 1 Health and Safety

Special/Other Requirements/Responsibilities of this Post

Level of DBS check required for this post	Enhanced with a check of the barring list(s)
If *, does the post require a check against the list of people barred from working with vulnerable adults?	NO
If *, does the post require a check against the list of people barred from working with children?	YES
What other security/safer recruitment clearances are required for this post? (excluding standard identity/work permit/education qualification checks)	NONE
Is this post “politically restricted”?	NO
Responsibility for Health & Safety:	N/A
Please specify responsibility for implementing the company’s risk management strategy as it applies to the service, ensuring risks to service delivery and specific projects or initiatives are recognised and that actions are taken and monitored to mitigate risks identified	N/A
Please specify any other Statutory Duties and/or responsibilities of this post not already covered in the “Main Duties & Responsibilities” above	N/A

Person Specification

Qualifications & Education

Essential:

- Educated to degree level
- CIM, CIPR or journalism qualification preferred but extensive (5+ years) relevant and demonstrable experience will be considered

Experience

Essential:

- Experience of delivering integrated marketing campaigns that produce measurable results
- Experience of working within a PR/marketing environment
- Designing and implementing marketing campaigns
- Knowledge of publicity, communication and media issues
- Report writing
- Strong IT skills
- Presenting and delivering to a public audience

Desirable:

- Knowledge of children's services
- Knowledge of fostering and adoption matters and the issues surrounding looked after children
- Experience of working in people services either in the public or private sector
- Experience of marketing and recruitment of fostering and adoption services
- Experience working with Adobe Suite, particularly InDesign, Illustrator and Photoshop

Skills, Abilities & Competencies

Essential

- Excellent communication skills (oral and written)
- Good presentation skills
- Ability to understand, analyse and distil a clear message from complex information
- Experience in collating content for, designing and publishing social media posts
- Experience managing social media accounts, writing posts and planning to a social media calendar
- Ability to think creatively

Desirable:

- Ability to communicate with both children and adults

Additional Working Requirements

Essential:

- Flexible approach to working outside of normal office hours
- Job involves working with sensitive and confidential information about children and will be subject to an enhanced DBS check.