

Job Description

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| Job title | Foster Care FortnightTM officer |
| Accountable to | Head of communications and marketing |
| Objectives | Foster Care Fortnight is The Fostering Network's annual campaign to raise the profile of fostering and show how foster care transforms lives. The campaign incorporates media engagement, digital content, fundraising, member engagement and campaigning/influencing. The objectives of this role are to:   * Support the planning and delivery of communications and marketing activity for Foster Care Fortnight 2023. * Coordinate the creation of compelling content, including copywriting, design and film production. * Support the media and communications team to develop media pitches for new titles/sectors. |
| Hours per week | 28 |
| Location | Flexible |
| Status | Temporary – 5 month contract from January 2023 to May 2023 |
| Disclosure required?  (The post involves contact with children and/or access to confidential information about children and families) | No |

## Responsibilities and accountabilities

1. Support the project lead to develop a plan for Foster Care Fortnight 2023.
2. Support in the management of an internal working group, including scheduling meetings, setting agendas and following up actions.
3. Coordinate and contribute to meetings with an external steering group of The Fostering Network members.
4. Write engaging copy for a range of owned and earned channels, including The Fostering Network website and social media profiles.
5. Develop briefs and manage the creation of a range of content with external contractors, including graphic designers and film editors.
6. Work with the media and communications team to research new media outlets and develop pitches to journalists.
7. Establish measurement metrics to track campaign success throughout the fortnight.

## Management

No line management responsibility

## Budget

No budget responsibility

## General statement

It is the nature of The Fostering Network that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way when the occasion arises and undertake tasks that are not specifically covered in their job description.

Person Specification

## Our Values As an organisation, we believe that we make a difference to foster care and our people values are expressed in the work that we do:

We are TRUSTED

We are TOGETHER

We are VITAL

**Knowledge and Experience**

Essential

1. Experience of working in a communications, media or marketing role, ideally in a charity setting.
2. Experience of planning and executing multichannel communications campaigns.
3. Experience of working with multiple internal and external stakeholders to deliver a project.
4. Experience of writing clear and engaging copy for a broad range of audiences.
5. Experience of developing media pitches and news releases.

Desirable

1. Experience of working with designers to develop a range of content.
2. Experience of coordinating the production of filmed content.
3. Experience of using media distribution and monitoring software.
4. An understanding of issues affecting children in public care and of current issues in foster care.
5. An understanding of how the media works at UK, national, regional, trade and consumer levels
6. Experience in the charity sector.

**Skills and Abilities**Essential

1. Excellent planning and organisational skills, ability to manage and prioritise a complex workload, and deal with conflicting demands and meet tight deadlines.
2. Excellent verbal and written communication skills, able to communicate issues simply and effectively to a range of audiences.
3. Good attention to detail.
4. Excellent interpersonal skills, able to deal confidently with a range of people at all levels.

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## Attitudes

1. Enthusiastic and self-motivated.
2. Awareness of equalities issues and commitment to anti-discriminatory policies and practice.
3. Prepared to work flexible hours.
4. Prepared to travel within the UK on occasions and with adequate notice.

## Additional Information

**Pay and conditions of service**

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| Band | The Fostering Network Band 5 |
| Salary | £23,000 - £26, 000pa pro rata plus £3,964 London Weighting if applicable |
| Annual Leave | 25 Days pro rata plus 5 Fostering Network Days (pro rata) |
| Probationary period | Three calendar months. |
| Notice period | Six working weeks  One week during probationary period. |
| Hours of work | 28 per week |
| Pension | Optional. Money-purchase scheme and salary sacrifice option is available with AEGON:  Employee contribution is 3% of gross annual salary  Employer contribution is 5% of gross salary. |
| Season Ticket Loan | An interest free season ticket loan is available to all staff immediately. |
| Trade Union | The Fostering Network recognises the trade union Unite and members of staff can join if they wish. |