

Job Description

Job title	Communications and marketing assistant
Accountable to	Head of communications and marketing
Objectives	<p>To support the work of the communications and marketing team in raising the profile, and supporting the charitable aims, of The Fostering Network, including:</p> <ul style="list-style-type: none"> - media relations - brand guardianship - events - social and digital media, including website - Foster Care magazine and other publications - public awareness and political campaigns - email marketing.
Hours per week	36
Location	Flexible
Status	Permanent
<p>Disclosure required?</p> <p>(The post involves contact with children and/or access to confidential information about children and families)</p>	No

Responsibilities and accountabilities

1. Support the smooth running of the communications and marketing team by managing calendars and requests from colleagues, and ensuring processes are followed.
2. Support the team's monitoring and evaluation of activity by compiling reports on media coverage, website, email and social media analytics.
3. Support the delivery and promotion of campaigns and events, such as Foster Care Fortnight™, Foster Walk, the Fostering Excellence Awards and Sons and Daughters Month.
4. Undertake administrative tasks to support the teams, such as proofreading, reviewing website content; photo searching, print and production support.
5. Support the team in creating a range of content, including copy and simple graphics for the website, media releases, emails and social media.
6. Assist in the brand management of the organisation by advising colleagues on best practice and reviewing designed content.

Management

None

Budget

None

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. Demonstrable interest in marketing and communications.
2. Experience or understanding of supporting events and communications campaigns.
3. Experience or understanding of digital communications and marketing tools.

Desirable

1. Experience of working in either a communications or marketing environment.
2. Experience of creating content for a range of audiences.
3. Experience of events planning and delivery.
4. Understanding of the importance of brand.
5. Understanding of media relations.
6. An understanding and interest in issues affecting children in public care and of current issues in foster care.

Skills and Abilities

Essential

1. Good interpersonal and communication skills, able to deal confidently with a range of people at all levels.
2. Strong attention to detail.
3. Excellent planning and organisational skills, ability to prioritise workload, deal with conflicting demands and meet tight deadlines.
4. Ability to be a pro-active self-starter and to think creatively.
5. Very good verbal and written communication skills, able to communicate complex issues simply and effectively.
6. Ability to work as part of a team.
7. .

Attitudes

Essential

1. Awareness of equalities issues and commitment to anti-discriminatory policies and

- practice
- 2. Prepared to work flexible hours
- 3. Prepared to travel within the UK on occasions and with adequate notice.

Additional Information

Pay and conditions of service

Band	The Fostering Network - Band 6
Salary	£19,147 - £29,254 per annum plus £3,964 London Weighting allowance per annum if applicable
Location	Flexible
Annual Leave	25 Days plus 5 Fostering Network days per annum
Probationary period	6 calendar months.
Notice period	Four working weeks One week during probationary period.
Hours of work	36 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 office-based staff immediately.
Trade Union	The Fostering Network recognises the trade union Unite and members of staff can join if they wish.