



Head of Marketing and Communications

Position reports to: Director for Engagement and Influence

Core purpose of job: To lead The Fostering Network's integrated marketing and communications activity, to deliver on its purpose; to empower, enrich and support the relationships at the heart of the fostering community.

Position is responsible for:

- maximising membership engagement and lifetime value
- supporting fundraising and income generation goals across the organisation
- raising public awareness of fostering to achieve the charity's strategic objectives
- ensuring the organisation continues to remain the UK's campaigning voice for foster carers
- Devising, delivering and effectively project managing all marketing and communication outputs across all areas and to pro-actively raise the public profile of fostering and The Fostering Network
- Lead, maintaining and developing The Fostering Network brand, enhancing our reach and engagement with members and the wider public.
- Maintaining strategic oversight of all content and design of the organisation's websites, communication channels and creative services

Length of contract: Permanent

Hours: 35

Band: The Fostering Network Band D

Salary: £47000 to £52000

Main Duties:

- Develop and deliver an integrated marketing and communications strategy that supports The Fostering Network's strategic and financial objectives and the organisation's long-term vision.
- Oversee management and content of the organisation's website.
- Devise and deliver a media strategy utilising all digital channels.
- Oversee the design and production of printed and digital products.
- Develop the organisation's key messages across the UK and oversee all external communications in support of our brand, fundraising, policy and campaigning contributing to increasing the number of members/supporters, increasing levels of awareness, reaching and engaging existing and new audiences in fundraising and funding.
- Collaborate with lead manager colleagues to ensure corporate partners are supported in terms of marketing/comms to achieve maximum income, engagement and recognition.
- Project manage and coordinate marketing, design and communications activities from brief to evaluation.
- Build excellent working relationships with the internal and external stakeholders by developing an in-depth knowledge of their work, working collaboratively and acting as the key point of contacts within the directorate, ensuring all communications and marketing activity supports TFN's charitable objectives and reputation.
- Demonstrate sound management of staff members, volunteers and associates in accordance with TFN policies and procedures.

Specific responsibilities

1. Project Planning and Implementation

- Develop and implement plans for marketing and communications activities, using a wide range of tactics to reach target audiences, setting objectives, KPIs and evaluating impact.
- Ensure TFN is using a wide range of tactics to reach our membership and wider audiences, making best use of digital and social media marketing, e-comms, internal communication channel, events, PR, events and collateral development etc
- Collaborate with staff and teams across the organisation to understand their project/country/issue-based priorities, agree plans and work together to maximise impact.
- Act as a business partner to membership, fundraising, L&D and practice to influence their marketing plans and support delivery.
- With the wider team and key staff in each directorate, ensure suppliers are managed to deliver on specification, within budget and on time.

2. Delivery, central to the role will be:

- Supporting and developing the marketing and communications team.
- Developing and managing marketing and communications plans to ensure co-ordination of internal and external stakeholders/partners in the development of creative media briefs and campaigns.
- Proactively support with creating and embedding team processes and ways of working to improve effectiveness across the organisation
- Ensuring EDI principles are embedded across the charity's comms and marketing work.
- Be responsible for website content, liaising with key content providers across the charity and liaising with the website designers.
- Building excellent working relationships and supporting effective information flow across all

four countries, directorates and teams, sharing objectives, agreeing plans and seeking opportunities to maximise impact.

- With the Director, effectively managing feedback and sign-off/approvals processes.
- Developing KPIs to measure and present on impact and outcomes
- Briefing external designers, copywriters, agencies and freelancers
- Oversight of the print and production process, where required, for marketing collateral.

Budget and Supplier Management

- Manage project budgets, including sign-off on spend within designated and delegated limits.
- Manage external suppliers, ensuring they are briefed to deliver on time and to budget.

Management

Line management of the Marketing and Communications team

Key competencies required for the role

Essential

- Relevant professional qualification or equivalent experience eg Marketing Honours Degree, Chartered Institute of Marketing Professional Diploma etc
- Exceptional experience leading a marketing and / or communications function within a charity or commercial setting.
- Extensive experience of building, owning and implementing multi-channel marketing and communications plans focused on delivering commercial and financial targets.
- Strong project management and account management experience.
- Demonstrable experience of customer journey planning and marketing to a customer database in order to manage customer lifecycle, encourage cross / upselling and maximise customer lifetime value.
- Demonstrable experience of strategic oversight and content management of organisational websites and digital communications strategy
- Detailed knowledge and experience of utilising digital and social media channels
- Strong understanding of where / how to collate marketing data, good levels of analysis skills and demonstrable ability to use insight to inform future plans.
- Significant experience of leading, motivating and managing a diverse team
- Demonstrable experience of managing brand strategy, visual identity and tone of voice
- Experience of operating at a lead manager level and presenting and collaborating with Senior leaders and board members as required.
- Proven experience of managing external suppliers, including but not exclusive to design or production functions.
- Experience of setting, monitoring and reporting on marketing budgets
- Excellent understanding of the way the media works at UK, national, regional, trade and consumer levels.
- Proven experience of copy editing and writing for a range of audiences
- Experience of supporting senior leaders to effectively fulfil their public facing roles including preparing for media broadcast interviews.

Desirable

- Experience of using communications to support policy, campaigning and fundraising.
- Experience of planning and delivering successful events including virtual events
- Experience of managing relationships with corporate partners
- Understanding of issues affecting children in care and of current issues in foster care
- Understanding of working across a UK setting within the context of devolved governments

Qualifications & minimum requirements for the role

- Excellent verbal and written communication skills, able to communicate complex issues simply and effectively.
- Excellent people skills, able to deal confidently with a range of people at all levels.
- Excellent planning and organisational skills, ability to manage and prioritise a complex workload, and deal with conflicting demands and meet tight deadlines.
- Ability to set measurable objectives and evaluate all activity to ensure communications and marketing outcomes are met.
- Ability to balance competing priorities and successfully manage situations requiring collaboration with a range of key stakeholders.
- Good attention to detail and excellent proofreading skills
- Delivery focused with proactive, can-do attitude.
- Highly organised and solutions focused.
- Excellent attention to detail and creative flair

Attitudes

Essential

- Awareness of EDI and commitment to anti-discriminatory policies and practice.
- Committed to constant learning and improvement.
- Prepared to work flexible hours, on occasion and as required for the necessary smooth operation of the Marketing/Communications function
- Prepared to travel within the UK on occasions and with adequate notice.

Additional Information

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.

Our Values

The Fostering Network is the UK's leading fostering charity and not-for-profit membership organisation, empowering, enriching and supporting the relationships at the heart of our community with a commitment to always demonstrating our core values:

We are GENUINE

We are CONNECTED

We are CARING

We are ADAPTABLE

We are BRAVE

Annual Leave	Up to 30 days including all Public and bank Holidays
Probationary period	Six calendar months.
Notice period	Twelve working weeks One week during probationary period.
Pension	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.
Trade Union	The Fostering Network recognises the trade union Unite and members of staff can join if they wish.