**Job Description**

**Job Title**

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| Job Details | |
| **Grade** | 3 |
| **Number of Posts** | 1 post working 3 days a week |
| **Department** | Fostering |
| **Reporting to** | Marketing Manager (Fostering) |

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| Who Are We? |
| Birmingham Children’s Trust employs circa. 1,900 staff and has an operating budget of approx.  £270m per annum.  Local population: circa 1,100,000   * 32.4% of children are living in poverty (against an England average of 20%) * Infant mortality is significantly higher than the average (in Birmingham it is 6.7 per 1,000 live births compared to the England average of 4.1 per 1,000)     Our Vision for Birmingham Children’s Trust    ‘Working Together to make Birmingham the greatest city to grow up in’    The sole purpose of Birmingham Children’s Trust is to make a positive difference for children, young people and families in the city, by driving up the quality of practice and partnerships across the city and its services.    ‘We give our best, so young people achieve their best’  Our Values:  ONE **T**EAM  ACCOUNTABILITY AND **R**ESPONSIBILITY  Q**U**ALITY AND INNOVATION  RELATION**S**HIPS  HIGH SUPPOR**T** HIGH CHALLENGE    Birmingham Children’s Trust Leadership team comprises four Executive Directors; Chief Executive,  Director of Practice, Director of Commissioning & Corporate Parenting and Director of Finance & Resources who are responsible for leading and managing the Trust to be an autonomous and high performing organisation, ensuring services are aligned to deliver the Trust’s strategic objectives, business plan and for providing expert advice to the Board. |

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| **Key Responsibilities** |
| We are recruiting for a dynamic Marketing Assistant to join our busy Foster Carer Recruitment and Assessment Team.  You will support the Marketing Manager by assisting with various copywriting tasks, digital marketing campaigns, and market research to name but a few.  You will also get the opportunity to assist in the planning and running of various events throughout the year where you will be responsible for setting up and attending the event.  The ideal candidate must have excellent problem-solving skills, attention to detail and a pro-active nature, along with the confidence to network and communicate effectively.  You must be adaptable and able to work under pressure and prioritise tasks. |
| * Conduct market research including regular social listening and benchmarking |
| * Assist in planning and running of large-scale events such as the Foster Carer Awards |
| * Plan social media campaigns to keep an active presence / monitoring and responding to comments |
| * Writing monthly blog posts / conducting interviews with foster carers and / or staff |
| * Produce a monthly e-newsletter to send to prospective foster carers |
| * Keep the Foster Carer’s Portal up-to-date and fresh |
| * Write engaging press releases, articles and briefing notes for media / external organisations |
| * Write and gather content and articles for our bi-annual foster carer magazine |
| * Attend recruitment events to promote fostering |
| * Advocate for the Foster Birmingham Brand and ensure all fostering staff are adhering to the brand guidelines |
| * Liaising with external printers and designers |

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| **Key Information** | |
| Is a Safeguarding Check needed? | Dropdown Options:  **Not Required**  Or   |  |  |  |  | | --- | --- | --- | --- | |  | **Children** | **Adults** | **Children and Adults** | | Basic |  |  |  | | Enhanced | Yes |  |  | |
| Will this position have Line Manager Responsibility? | Dropdown Options:   |  | | --- | | Yes | | No | |

**Person Specification**

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| **Essential Criteria** | | |
| Method of Assessment (M.O.A): AF = Application Form; E = Work Based Exercise; I = Interview;  P = Presentation; Q = Qualifications | | |
| **CRITERIA** | **Method of Assessment (M.O.A)** | ESSENTIAL |
| Qualification in marketing (or a related field) | AF | Yes |
| 2+ years of marketing experience | AF | Yes |
| Excellent written, verbal and customer-facing skills | AF/I |  |
| Ability to tackle triggering subject matter sensitively | AF/I |  |
| Ability to work under pressure and meet tight deadlines | AF/I |  |
| Proficient user of Adobe Creative Suite, particularly Illustrator | AF/I/P |  |
| Good knowledge of digital marketing including social media and SEO | AF/I/P |  |
| Driving license and own vehicle | AF | Yes |
| Commitment to Continual Professional Development and staying up-to-date with current marketing trends | AF/I |  |
| Must be willing to work some anti-social hours on occasion including weekends and evenings | AF | Yes |
| This is a part-time hybrid role. You must commit to being office based at least one day a week (day to be agreed in conjunction with Marketing Manager) | AF |  |

**At Birmingham Children’s Trust, we are dedicated to safeguarding and promoting the welfare of children and young people. We expect our staff to create an environment and culture that promotes equality, diversity, and inclusion and advocate for anti-discriminatory practices and behaviours.**