

Job Description

Job title	Marketing Officer
Directorate	PEOPLE : Children and Adults
Division	Communications and Marketing
Range	MPR 5
Reports to	Marketing Manager

Main purpose of the job:

To implement marketing and communications campaigns and initiatives that will promote the work of Medway Fostering as it aims to increase the number of Medway Foster carers. Contribute to the development of a strategic marketing communications plan to deliver key objectives for Medway Fostering through online and offline methods. To support the implementation of the recruitment strategy for the South East Region Fostering Recruitment Hub.

Liaise with stakeholders in a way that promotes the [One Medway Council Plan](#) and embeds our [values and behaviours](#).

Accountabilities and outcomes:

Working individually or supporting the Marketing Manager, lead on a number of communications functions to create and deliver strategic marketing campaigns. Take responsibility for marketing plans, briefing design, digital or media services and carrying out evaluation to inform future campaigns.

Work effectively within a complex partnership that will include elected members, council departments, higher education institutions, the voluntary, community and social enterprise sector, and local communities.

Manage, with the support of the Marketing Manager, a number of communications channels to effectively demonstrate the value and impact of Medway Fostering with both internal and external stakeholders, including residents, partners and other local authorities and fostering hubs.

Support the Fostering team on community engagement activities including developing engagement materials and approaches, supporting, organising and promoting engagement activities and events, and developing relationships with external organisations.

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Write, edit, co-ordinate and publish content across various channels, including the website, intranet, social media, and print and online marketing materials.

Ensure brand guidelines are adhered to, advice on their correct use and with the Marketing Manager oversee the development of the brand across marketing and communication outputs and activities.

Take some account responsibility for some children's services or support the Marketing Manager on additional tasks, ie contributing content to the council's Medway Matters Magazine and other duties.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Organisation:

This role reports to the Marketing Manager (who sits within the Marketing team) and sits within the Fostering team which is part of the Children's Services Directorate.

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees. However if junior members of staff are recruited this may change.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

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Working Style:

Hybrid working – a flexible working arrangement whereby an employee can undertake their work in the office and/or partially or mainly from home on a temporary or permanent basis. During the employee's induction period they will be expected to work in the office.

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Person specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

Marketing or relevant undergraduate degree, professional qualification or has equivalent relevant workplace experience.

Level B (in addition to level A criteria)

Relevant professional qualification in marketing or communications to diploma level (eg CIM, IDM, CIPR, PRCA). Or equivalent relevant workplace experience.

Knowledge

Level A

Good understanding of GDPR and starting to challenge others where needed.

A good knowledge of technology systems such as Meta business manager, Gov Delivery, Google analytics and Orlo.

A good understanding of different social media channels and a need to learn how to analyse the results.

Good communications skills, both written and verbal.

Understands the work of different marketing team functions and local government.

Level B (in addition to level A criteria)

Good understanding of budgets and how they are allocated and best spent.

Good understanding of how to draw on different marketing techniques to create successful campaigns.

Emerging understanding of working in a complex partnership environment that will include internal stakeholders, local universities, the voluntary, community and social enterprise sector, and local communities.

Level C (in addition to levels A and B)

Excellent understanding of the broad issues connected with Fostering, Foster carers and their recruitment.

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Experience

Level A

Using digital tools such as electronic newsletter tools and a wide range of social media platforms including Facebook, Twitter, Instagram to engage with audiences.

Evaluating campaigns and projects using different tools and platforms.

Briefing design, digital and press services on campaigns and projects.

Some experience of client / account and stakeholder management.

Writing for a variety of audiences with different needs and interests.

Level B (in addition to level A criteria)

Using research and evidence to underpin communications activities.

Ability to complete a range of complex tasks such as report writing, presentations, detailed assessments

Experience of delivering campaigns to a budget.

Level C (in addition to levels A and B)

In depth experience of creating and delivering strategic offline and online marketing communications activities to include campaign planning, implementation and evaluation.

Skills

Level A

Good copywriting skills for off and online media.

Good verbal communication and ability to build and maintain good relationships with internal and external clients.

Can solve varied problems or develop solutions or plans over the short term.

Able to deal with time pressures, deadlines, interruptions or conflicting demands.

Can work within an agreed budget.

Level B (in addition to level A criteria)

Ability to shoot and create video and photographic footage for use in campaigns/projects/social media.

Ability to work under own steam, making frequent decisions without ready access to more senior managers except for advice on policy or resource issues.

Ability to solve varied problems or develop solutions or strategic plans over the medium term.

Level C (in addition to levels A and B)

Adept at analysing and interpreting varied and complex information or situations, develops solutions and/or marketing and communication strategies over the long term (at least one year).

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Excellent communication skills with the ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences.