

Job Pack:

Communications and Marketing Officer

Maternity Cover (12 -18 months)



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1. Letter from the Executive Director

Thursday 25th January 2019

Dear Applicant

Communications and Marketing Officer

Thank you for your interest in the role of Communications and Marketing Officer at Children on the Edge. The role is a great opportunity to work for a dynamic organisation making a difference to lives of vulnerable children around the world.

We are looking for someone to bring fantastic energy, efficiency and a proactive way of working. The successful applicant will be a fast learner, who can effectively use communication skills to promote our work in a compelling way, grow our audience and maximise income from challenge events, community fundraising and our regular donors.

We are looking for an experienced communications or marketing professional who is looking to work within a small organisation, bringing change to vulnerable children across the globe. We are a small but very relational team so the right candidate won't be fazed by pitching in across our team. They'll need to be comfortable picking up the phone to supporters, writing persuasive newsletters, implementing compelling social media content that inspires our fundraisers and generous donors, but equally won't mind posting out runner numbers and sorting mailing lists!

This is a great time to join Children on the Edge - our projects are bringing significant change to some incredibly needy places and we are looking to continue to effectively communicate our values and impact, whilst expanding our fundraising to help bring change to these situations.

Children on the Edge is an international NGO based in West Sussex that works with marginalised and vulnerable children around the world. If you think you have the skills we need and the desire to be part of a small yet strong UK team, we would be delighted to hear from you.

We look forward to receiving your application.

Your sincerely

Ben Wilkes, Executive Director

2. Role Profile

Job title	Communication and Marketing Officer
Hours	Part-time; 22.5 hours hours a week
Location	<p>Chichester, West Sussex, UK</p> <p>Chichester is located on the south-coast (70 miles south of London, 18 miles east of Portsmouth).</p> <p>Chichester is accessible by train; approximate journey: Chichester from Portsmouth: 30 minutes Chichester from Brighton: 50 minutes Chichester from London Victoria: 1 hour 35 minutes</p> <p><i>We would ask you to consider our location and your potential commute before applying. We have received applications from candidates previously who have withdrawn from interviews after realising our location and how long their commute would be.</i></p>
Reports to	Communications Manager
Responsible for	None
Purpose	<p>To write and disseminate communication and marketing to promote our work, encourage support and market fundraising opportunities through digital media, social media, print and press advertising.</p> <p>To use communication skills to support the Fundraising team in maximising income, increasing donor retention and increasing fund-raising event participation.</p>
Key External Contacts	Children on the Edge supporters, regular donors, challenge participants, local press.
Key Internal Contacts	<p>UK: All staff, in particular working with Communications Manager, Fundraising Manager and Fundraising Officer.</p> <p>Global: Asia Regional Manager</p>
Other Considerations	<p>Some out of office hours may be required from time to time.</p> <p>If required, to undertake occasional international travel.</p>

Key Accountabilities	Key Elements	% of time
Planning and Reporting	<ul style="list-style-type: none"> ● Work with Communications Manager to contribute to the creation and development of annual digital communications plan and audience growth. ● Report on online activity, engagement and ROI through social media analytics and google analytics 	5%
Chichester Half Marathon	<ul style="list-style-type: none"> ● Chichester Half Marathon - Event Marketing and promoting fundraising opportunities through email newsletters, social media and local advertising. ● Organise design and production of Chi Half materials and collateral (Information Packs, T-Shirts, Bags, Medals, Signage, posters, leaflets etc) ● Maintain, update and adapt Chichester Half Marathon website ● Work with Fundraising Manager to manage expenditure budget for the event. ● Work with Fundraising Officer to plan social media and email content to promote Chichester Half Run for Refugees teams. ● Create all runner focussed comms for the event including runners emails, run packs, website and registration sites. ● Managing the fulfilment and mail-out of runner packs to all runners. ● Manage social media, photography and press on race-day and ensure high quality selection of images for marketing. ● Working with volunteers to help deliver some of the above elements. 	40%

<p>Fundraising Comms</p>	<p>Regular Donors - Create regular online communication, video and emails and printed newsletters for regular donors. Working with Communications Manager and Fundraising Officer to plan content.</p> <p>Challenge Events - Work with Fundraising Officer to understand digital marketing needs for promoting challenge events. Create social media posts, adverts or newsletter content accordingly.</p> <p>Campaigns and Projects - Work with Fundraising Officer and Manager to deliver digital seasonal fundraising campaigns or appeals, assisting Fundraising team in delivering seasonal fundraising projects and events where required</p> <p>Website: Design and update content on all fundraising pages and functions of website. Liaising with Fundraising Officer, write and publish regular, compelling blog stories to promote our fundraising.</p> <p>Social engagement: Manage social media interactions and engagement, being a first responder on Facebook/Instagram/Twitter and building online relationships with supporters, donors, interested parties and social media “influencers”. Respond to fundraising enquiries from the public by phone and email when Fundraising Officer is out of the office.</p> <p>Fundraising Materials: Produce or update as needed.</p>	<p>30%</p>
<p>International Comms</p>	<p>With input from our Communications Manager</p> <ul style="list-style-type: none"> ● Rework international blog stories to deliver online communications promoting our project news, achievements and distinctives to existing and new supporters; including mass email lists, social media posts and online marketing. ● When required by Communications Manager, write and promote compelling blog stories from reports, covering our international projects. ● Contribute to management of Google Adwords. 	<p>25%</p>

3. Person Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Customer Relationship Management (CRM) databases and spreadsheets • Social Media trends and online fundraising techniques • Email marketing software eg. Mailchimp 	<ul style="list-style-type: none"> • Knowledge of Salesforce • Knowledge of Mailchimp • Knowledge of Third Party Scheduling (preferably Hootsuite)
Skills	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Confident face to face and telephone communication • Computer literate with Word, Excel, Powerpoint and databases • Good time management skill • Excellent organisational skills with attention to detail • Able to generate and organise own workload, meet deadlines and multitask and work proactively • Excellent customer service skills 	<ul style="list-style-type: none"> • Familiar with Apple computers and applications • Using web analytics • Using Google Docs and Google Sheets
Experience	<ul style="list-style-type: none"> • 2 years experience working in an office environment preferably in marketing, communications or fundraising. • Communications experience • Writing copy and/or online content for a variety of audiences • Planning, writing and scheduling content for Facebook, Instagram and Twitter. • Planning and implementing digital adverts on Facebook, Instagram and Google Ads. 	<ul style="list-style-type: none"> • Blogging experience • Planning and writing content for regular emails to a newsletter list • Working with volunteers
Personal Qualities	<ul style="list-style-type: none"> • Team player • Enjoys working proactively • Teachable and ready to learn • Enthusiasm for justice and international development • Drive to achieve targets 	

Qualifications	<ul style="list-style-type: none"> • Educated to A-Level 	<ul style="list-style-type: none"> • Degree in relevant subject (Fundraising, International Development, Marketing, Communications etc)
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4. Working at Children on the Edge

The salary range we offer for this post is:

£23k-£25k depending on experience. Plus benefits.

The hours we work at Children on the Edge:

This role is full-time. We have a flexible working practice. Our offices are open between 8am and 5.30pm with core hours from 9am to 5.00pm.

Our holiday entitlement is:

23 days per year plus Public Holidays for full time staff and pro rata for part time staff. Staff who have worked for five years are entitled to an additional 5 days holiday per year and staff who have worked 10 years, an additional 10 days. Maximum holiday entitlement 33 days.

This contract is:

Offered as a temporary (maternity leave) contract.

The probation period for all appointments is:

Subject to satisfactory completion of the first three months of employment.

Where we are located:

5 The Victoria, 25 St Pancras, Chichester, West Sussex, PO19 7LT

Child Protection:

Candidates will be expected to comply with our child protection policy.

5. The Recruitment Process

To apply, email Esther Smitheram, Communications Manager
(esthersmitheram@childrenontheedge.org) with two PDF attachments:

1. Your CV (please include contact details for two referees, including one professional. Referees will only be contacted for references when the job is offered)
2. A supporting statement showing how you meet the person specification

The closing date for applications is **1pm Thursday 21st March 2019**

However, we will be considering applications on a rolling basis and inviting shortlisted candidates to meet with us as soon as their application is received and reviewed.

Unfortunately we will not be able to acknowledge receipt of applications and we will only be in touch with candidates who we are shortlisting for interview. If you have not heard from us by Tuesday 26th March, your application has not been successful.

If you would like to discuss the role further, please contact Esther Smitheram on 01243 538530, esthersmitheram@childrenontheedge.org