

JOB DESCRIPTION

POST: Marketing Officer

DIVISION: Fundraising, Marketing and Communications

RESPONSIBLE TO: Marketing Manager

SALARY: £30,602 - £35,778

CONTRACT: Permanent

LOCATION: Edinburgh – hybrid, with extensive travel across Scotland

Children First - Vision and Values

Children First is Scotland's national children's charity. We stand up for every child because all children should have a safe childhood. We protect children from harm and support them to recover from trauma and abuse through our national and local services. We help children, their families, and the people that care for them by offering emotional, practical and financial support. We give children hope and a safer, brighter future.

Our core values guide how each one of us works in our individual day to day job:

- With love, we put children first.
- With purpose, we transform children's lives together.
- With strength, we do whatever it takes to protect Scotland's children.

Diversity Equity and Inclusion

At Children First, we are committed to building a representative, inclusive and authentic workplace open to applications from all sections of society. We believe in the potential of everyone regardless of; sex, race, religion or belief, ethnic origin, ability, family structure, socio-economic background, age, nationality, marital status or civil partnership, sexual orientation, gender identity, or any other aspect that makes you who you are.

We envision a diverse and inclusive Children First where we cultivate a true sense of belonging and connection for and between our teams, children, young people, families, and communities we work with.

Role Summary

The marketing officer plays an important role in helping position Children First as a trusted household name, known for transforming children's lives through our services and our campaigns to inspire change and grow income and partnerships.

As part of the marketing and communications team the officer will deliver and evaluate campaigns which cover the full marketing mix across multiple media channels, through a business partner approach. Brand management, website development and using analytics and insights to improve the engagement and reach of Children First's marketing activities are core parts of the role.

This marketing officer role will have a particular focus on participation. Working closely with children and families, our participation and children and families' services teams, graphic designers, freelancers and agencies, the marketing officer will lead the delivery and promotion of engaging, co-produced content, including video, animation, stories, leaflets and other creative materials. They will ensure lived experience is at the heart of our content, that everything we produce is consistent with the Children First brand and that our communications cut through the noise, reach the right audiences and inspire action and real change.

They will identify opportunities to engage key audiences, build awareness and turn the experiences and insights shared by children and families into powerful communications that influence attitudes, decisions and action.

They will build trusting and respectful relationships with children, young people and families, ensuring their experience of co-producing marketing materials is empowering and rewarding and that they understand the difference sharing their voices and views has made. They will champion Children First's participation standards in all their work and support best practice across the wider communications and fundraising team.

Key Results Areas

- Planning, delivery and evaluation of integrated marketing campaigns that amplify children and families' voices and influence positive change.
- Lead the development, delivery and marketing of high-quality materials and content co-produced with children and families, including animations, films, leaflets, illustrations, research and social media graphics and ensure these are delivered on time and within budget.

- Build trusting relationships with children and families and create positive, meaningful opportunities for them to co-produce marketing content, ensuring they understand how their contributions have been used and the difference their involvement has made.
- Ensure content involving children and families is created and shared safely, ethically and with appropriate consent, protecting their privacy, dignity and rights at all times.
- Ensure content is accessible and inclusive, reflecting the diversity of children, young people and families across Scotland and remove barriers to engagement wherever possible.
- Ensure brand consistency across Children First publications and content, including newsletters, leaflets, website, social media, animations and films.
- Update and develop website content using the CMS, ensuring it is accurate, accessible, engaging and up to date and make effective use of emerging digital techniques.
- Create, schedule and publish engaging social media content across Children First channels, adapting content and approach for different audiences and platforms.
- Use audience insight, analytics and feedback to evaluate the reach, engagement and impact of content and campaigns and identify opportunities for improvement.
- Support colleagues with their marketing needs and identify opportunities to amplify children and families' voices through wider Children First campaigns, fundraising, influencing and communications activity through a business partner approach.
- Support the marketing manager to plan, monitor and manage relevant budgets, ensuring effective use of resources and value for money.
- Build effective relationships with designers, filmmakers, freelancers and agencies, developing clear briefs and managing projects to ensure high-quality creative work.

What We're Looking For

We are looking for a proactive and organised marketing professional who is passionate about working alongside children, families and communities to create positive change.

You will have experience of co-producing a wide range of marketing content including animations, film, designs and research reports. You will be able to edit videos, create designs on Canva and have experience of updating website content through a CMS and creating engaging content for email and social media channels.

You'll engage confidently with families, communities and professional partners. You'll share our values and will be committed to children's rights, participation and inclusion, ensuring that the voices of children, young people and families influence how services and policy are developed and delivered.

Above all, you'll be an excellent relationship builder who is comfortable adapting rapidly to changing priorities and working collaboratively with others to make things happen.

What You'll Get from Us

- A workplace with values of *with love, with purpose and with strength*.
- 40 days annual leave, inclusive of bank holidays.
- Pension scheme and wellbeing support.
- Flexible and hybrid working arrangements.
- Access to Westfield Health, giving colleagues and their families confidential counselling support, wellbeing resources, and access to health and lifestyle benefits to support physical and mental wellbeing.
- Blue Light card discount.
- A *Fair Work* accredited workplace.

Corporate Responsibility

- Be committed and adhere to Children First vision, mission and values.
- Comply with Children First Safeguarding policies and procedures.
- Comply with Children First Code of Conduct and any relevant professional standards relating to the role.
- Actively consider the involvement of children, young people and families with whom we work, in all areas of practice and to implement the Children First Participation Standards.

- Actively consider the involvement of volunteers in all areas of our work and implementing the Children First Volunteer Development Policy.
- Observe all health and safety requirements.
- Work within and promote policies in relation to Diversity Equity and Inclusion and anti-discriminatory practices.
- Undertake any other reasonably required duties as instructed by line manager or someone acting on their behalf, in addition to the role specific responsibilities detailed below.

Need to Have	Need to Show	Need to Know	Need to Be
Experience of implementing marketing and campaign strategies Experience of co-production working with children, young people, families or communities. Experience of multi-channel marketing campaigns, both digital and print Production of marketing materials for a variety of functions and audiences Proven copywriting abilities and proofing skills Experienced at developing brand building initiatives Experience of working collaboratively with internal stakeholders and working on cross-departmental initiatives Experience of using a range of communications software tools, including CMS, email marketing platforms, video and	Ability to listen, discuss and negotiate and provide advice on difficult/complex/ sensitive issues Excellent written and verbal communication skills Ability to work and make decisions both independently and collaboratively Able to work to deadlines while managing a wide and varied workload using strong organisational skills Ability to assimilate information and recognise the importance of attention to detail Confident and able to form effective and credible relationships with all levels of staff Strong relationship-building, engagement and partnership skills.	Knowledge of current trends and new techniques in marketing Knowledge of children's rights and participation approaches.	Flexible approach to work Able and willing to travel regularly to Children First offices and other venues across Scotland Able to work evenings and weekends A commitment to and understanding of the principles of participation Passionate about improving outcomes for children, young people and families.

design editing software.

A full driving licence and access to a vehicle for work-related travel or the ability to travel independently to locations not always served by public transport

Desirable

- **Experience using Adobe Illustrator or other design software**
- **Experience of working in the voluntary sector**

Desirable criteria Professional qualification in marketing Understanding of child protection and trauma recovery. An understanding of and commitment to the principles of involving volunteers Excellent ICT skills (MS Office applications)			
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