

April 2019

Dear Candidate

Thank you for requesting an application pack for the position of Marketing Communications Officer at CHICKS. This role is an exciting opportunity for an experienced marketing and communications professional to help grow awareness of this ambitious charity on a national scale. Sat within the Fundraising and Development Team, the successful candidate will be responsible for raising awareness and inspiring long-term support among audiences across the UK, creating and implementing powerful, emotive and multi-channel content and campaigns that demonstrate the impact of CHICKS' vital work and the need for support.

Children's charity CHICKS provides hundreds of children living in desperately difficult circumstances with the chance for a week-long respite break. A week to escape their worries and pressures, realise their potential, find their confidence and learn to believe in themselves.

As an organisation, we believe that people are the key to our future success and aim to ensure that CHICKS is a great place to work by providing an environment where staff are valued and where excellence is the norm.

Our organisational values are:

- Our retreats and workplaces will encourage fun, develop a spirit of adventure, be creative and create positive memories in a relaxed environment;
- Our staff will enjoy a safe space, be respected and highly trusted. We will always help to develop and find the best in people;
- Everyone involved will feel like they are part of CHICKS - a group that cares, supports and nurtures each other, and;
- Our staff and children will be provided with opportunities that are challenging and exciting and that provide life changing and transformational moments

It's an exciting period for the charity, with demands on our services growing, an increased presence nationally with staff now based in the south west, Derbyshire and London and we have implemented a new strategic framework as we look to build the charity for the future.

Working with CHICKS Campaigns and Communications Manager, this role will be central to the success of the charity, working alongside colleagues across the organisation to raise the funds necessary to deliver our mission, raise the profile of our work nationally, and embrace new opportunities to ensure we continue to grow for the future and impact on the lives of more children across the UK.

CHICKS is an ambitious charity and if you relish a challenge and have the determination to succeed then I very much welcome your application. If you would like to discuss the role in more detail, please email: katherine@chicks.org.uk.

Yours sincerely

Katherine Kelly

JOB ADVERT

Marketing & Communications Officer

Buckfastleigh, Devon (National Travel Required)

Salary: Grade 3 £20,087 – £23,064

Full-time: Monday – Friday (35 hours per week)

We aim to recruit, subject to experience, at the lower to medium point within a grade, providing scope to be rewarded for excellence.

CHICKS is an award-winning national charity providing week-long respite breaks for young people aged 8 – 15 who are living in some of the UK's most desperately difficult circumstances.

This is an opportunity for an experienced marketing and communications professional to work with an ambitious, national charity during an exciting period of growth. We are looking for a creative, focused and motivated person to work in a small but fast-paced marketing team creating powerful, engaging content for print and digital channels, inspiring action among existing and potential supporters with creatively-driven marketing campaigns and helping to strengthen the charity's brand identity on a national scale.

The ideal candidate will have experience working in a marketing communications team with a track record of creating engaging and dynamic content for digital and print channels that has resulted in increased engagement and reach. They will have proven experience managing multiple projects and campaigns at any one time and good experience of working with the media.

The role requires a high level of organisation along with excellent written, proofreading, editing and verbal communication skills. Candidates should have the confidence and ability to establish and manage relationships with a wide variety of people.

For an application pack please email: hr@chicks.org.uk; or call: 01822 811103

CHICKS has a responsibility for and commitment to safeguarding and promoting the welfare of children and young people. All successful applicants will be subject to a number of employment checks including a check from the Disclosure and Barring Service.

Closing date for completed application: Friday 17 May 2019

Interviews to be held: W/C Monday 27 May 2019

JOB DESCRIPTION

Role: Marketing and Communications Officer

Responsible to: Campaigns and Communications Manager

Responsible for: N/A

Scope & Purpose:

The post holder will be responsible for providing organisational-wide marketing support; creating engaging content for CHICKS print and digital channels, supporting the development and implementation of marketing campaigns to promote a range of income generation and awareness-raising activity, and reinforcing the charity's brand identity on a national scale.

Main responsibilities:

- To support the planning, creation and implementation of marketing campaigns for organisation-wide income generation and awareness raising activity
- To plan, create and share dynamic, engaging content across CHICKS' digital communications channels including website, blog, social media and e-newsletter
- To strengthen CHICKS' brand identity by ensuring consistency of messaging and visuals across the charity's print and digital communications channels in line with the needs of each audience
- To monitor and report on the use of CHICKS' marketing campaigns and digital channels, making recommendations for future changes and development to achieve objectives
- To collect and share strong stories about the impact of CHICKS' services to increase awareness and understanding of the charity among new and existing audiences
- To build relationships with key audience groups internally and externally including CHICKS stakeholders, the local and national media, social media advocates and influencers
- To co-ordinate the capturing of emotive photography and film footage to share across digital and print communications
- To write and distribute press releases to local and national media
- To contribute to the writing and proofreading of organisational-wide marketing materials including the production of CHICKS twice-yearly magazine
- To create graphics for use in print and digital materials
- To undertake other duties within your ability and within reason, as may be required by your line manager

General duties:

- Positively promote the work of Fundraising & Development and CHICKS both internally and externally, and be a representative at stewardship and cultivation events
- Prioritise tasks to ensure maximum return on investment of your time and resources
- Willingness to travel if needed, as required to support meetings or to achieve agreed objectives
- Willingness to work unsocial hours, including evenings, weekends and occasionally stay overnight

- Be an excellent representative of CHICKS at various events (e.g. meetings or networking events)
- To work in line with the CHICKS Mission, Vision, and Values at all times, working with others to provide a supportive, responsive, environment and services
- To present a positive image of CHICKS at all times, through every aspect of your work
- To ensure that all CHICKS policies, procedures, and agreed protocols are adhered to
- To contribute to the planning, review, monitoring and reporting processes and activities
- To participate in team meetings and activities and represent CHICKS at other meetings as agreed.
- To respect the rights of individuals by maintaining confidentiality and working in line with data protection legislation
- To attend training courses as identified and agreed for appropriate development
- To undertake other duties not specifically stated above, which from time to time are necessary without altering the nature or level of responsibility involved
- To make a commitment to improving CHICKS environmental impact by means of energy saving and recycling in the workplace

Person specification:

- A minimum of two years' experience working in a marketing and communications team
- A persuasive and engaging communicator with experience writing, editing and proofing content for a variety of audiences with exceptional attention to detail and a high degree of accuracy
- Ability to produce dynamic digital content
- Experience of managing and growing engagement on social media channels
- Experience of website content management
- Experience of creating and distributing e-newsletters
- Experience working with the media
- Experience writing and distributing press releases
- Confident using digital reporting tools including Google Analytics
- Good creative design skills
- Ability to use audio and video recording and editing software to produce digital content, or willingness to learn
- Ability to work collaboratively with colleagues across the charity including staff, volunteers and Trustees as well as external stakeholders including children and families impacted by CHICKS services
- Ability to use own initiative, work independently and work well in a team
- Excellent planning skills with the ability to work methodically, managing and prioritising a varied workload
- Able and willing to travel to CHICKS premises in Cornwall, Devon and Derbyshire
- Able and willing to travel to fundraising or training events in the UK
- Positive, problem solving attitude and determination to succeed
- Ability to show a commitment to professional standards and apply industry best practice to all aspects of the role
- Full Drivers Licence and access to a car is essential

Health & safety:

- To undertake regular risk assessments and take any necessary action to avoid potential health and safety hazards
- Having read CHICKS Health and Safety manual, ensure compliance at all times with CHICKS Health and Safety Policies including: accident reporting procedures; fire drills and first aid facilities
- To liaise with the appropriate person on all Health and Safety matters where required

Safeguarding:

- Everyone who works at CHICKS has the responsibility for promoting the safeguarding and welfare of children

Commitment to safeguarding children:

- To ensure awareness of the charity's policy and procedures regarding Child Safeguarding
- To become aware of the signs and symptoms of abuse by attending relevant courses
- To report all causes for concern to the Designated Safeguarding Lead or Officer
- To carry out risk assessments that include safeguarding measures for any activities