

JOB DESCRIPTION

POST: Marketing Manager (Maternity Cover)

DIVISION: Marketing, Communications and Fundraising

RESPONSIBLE TO: Head of Communications and Marketing

SALARY: Band E, £44, 087 - £50,726 per annum

CONTRACT: Fixed term until Jan 2028

LOCATION: Edinburgh/hybrid with travel to all Children First office locations on occasion

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

Develop and implement Children First's marketing strategy to position us as the national children's charity, protecting Scotland's children. Oversee marketing campaigns with a focus on brand management, website development and marketing to cover the full marketing mix across multiple media channels. Manage and support the marketing team and work closely with other managers to achieve the strategic objectives of the charity.

Key Results Areas

- Marketing activity effectively positions Children First's as a trusted and distinctive charity, with consistent messaging and a strong visual identity and increases awareness of our brand among our audiences across Scotland.
- Digital channels, including the website, paid advertising and social media channels, deliver increasing audience reach, engagement, conversion and online income, providing an effective platform for the charity's campaigns, services and fundraising activity.
- The marketing team is seen as a valued strategic partner, enabling colleagues, campaigns and services to achieve greater reach, engagement and impact through effective audience-focused marketing.
- The marketing team is recognised as a high performing, expert, collaborative, creative and agile team, with team members supported to develop their skills and deliver strong results in a fast-paced environment.
- Marketing decisions are informed by insight, evaluation and evidence.

What We're Looking For

We're looking for a strategic and creative marketing professional who can lead campaigns, inspire colleagues and help grow the impact of Children First.

You will have:

- Experience delivering successful multi-channel marketing campaigns.
- Experience managing and developing people.
- Strong brand, communications and stakeholder engagement skills.

- Expertise in digital marketing, web content, social media and paid advertising.
- A data-driven approach, using insight and evaluation to improve performance.
- Experience managing budgets, projects and external suppliers.
- Excellent organisational skills and the ability to manage competing priorities.

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, well-being 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.

Essential				
Need to Have	Need to Show	Need to Know	Need to Be	Core Values
Minimum 2 years' experience within a similar role Experience of multi-channel marketing campaigns, both digital and print Production of marketing materials for a variety of functions and audiences Proven copywriting abilities Experienced at developing brand building initiatives Experience of working collaboratively with internal stakeholders and working on cross-departmental initiatives	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	Knowledge of current trends and new techniques in marketing	Flexible approach to work Able to travel to Children First offices across Scotland Able to work occasional evening and weekends A commitment to and understanding of the principles of participation	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.

Experience of using a range of communications software tools, including CMS, email marketing platforms, video and design editing software. Line management experience. Experience of managing budgets	Confident and able to form effective and credible relationships with all levels of staff, external suppliers and partners.			
Desired				
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)	An awareness of and interest in the work of Children First Coaching and/or training skills	Experience of the voluntary sector		

