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| **Job Description** |

**Job Title:** Fostering Lead Generation Manager **Reporting To:** Group Business Development Director

**Location:** Kent **Salary Range:** Up to £45,000

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**Role Purpose:**

The Fostering Lead Generation Manager will be responsible for managing the generation of leads into the business from a variety of channels including (but not limited to) Google/Bing PPC, Radio and Social Media Advertising and other traditional channels.

The right candidate would have had previous experience of lead generation and experience of attribution modelling to ensure leads can be measured in terms of both cost and performance. This role includes budget management in line with monthly lead generation targets for fostering offices across the country, as well as performance reporting and quarterly meetings with Regional Managers as well as liaising with Central Teams.

It is essential the successful candidate must have experience in managing a large budget and be able to demonstrate a positive ROI for lead generation with examples of previous campaigns. The right candidate will have a keen eye for detail and will be accountable for ensuring campaigns are kept within budget and also follow brand and advertising guidelines.

Experience of Fostering and using CHARMS is preferred, but not essential as training can be provided.

**About By the Bridge:**

By the Bridge with Cambian is an innovative, dynamic, independent fostering organisation providing high quality foster care and services to children and their foster families.

We aim to create an environment where all people feel valued and can grow, develop and achieve their goals.  We work to ensure that By the Bridge with Cambian is an organisation, which thrives on the diversity of its staff, families and children, to ensure that we assist and care for those most vulnerable, and advocate with them, and on their behalf.

**Responsibilities**

* Accountability to deliver the number of leads into the business, conversions required to exceed board level KPI’s
* Annual development of the business Marketing/Lead Generation Plan
* Budget Management
* Management of Google Adwords & Microsoft (Bing) advertising accounts  
  (Administrative knowledge required, operational knowledge preferable)
* Radio scheduling, budgeting, reporting and analysis
* Monthly reporting including Marketing performance, business performance, pipeline analysis and branch level performance to ensure lead quality is consistent
* Ensuring the website is kept up to date and any content has correct approvals
* Working with the Marketing Manager for Fostering and individual branches to deliver local marketing strategies and generate ‘local’ leads
* Be the organisations liaison point for lead generation with close links to the team who recruit foster parents
* Ensuring all the companies Marketing materials are up to date, aligned and accurate
* Working with the Fostering Marketing Manager to create high quality web ready content
* Ensuring all digital advertising is correctly implemented and maintained by all direct line reports

**General Responsibilities and Accountabilities**

* To lead by example and uphold and embody our values and principles at all times, ensuring the protection of children is paramount.
* To contribute to organisational development initiatives and support delivery of Marketing best practice.
* Accountability to deliver the number of leads into the business, conversions required to exceed board level KPI’s
* Annual development of the business Marketing/Lead Generation Plan
* Budget Management
* Management of Google Adwords & Microsoft (Bing) Advertising Accounts (Administrative knowledge required, operational knowledge preferable)
* Radio scheduling, budgeting, reporting and analysis
* Monthly reporting including Marketing performance, business performance, pipeline analysis and branch level performance to ensure lead quality is consistent.
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**Personal Characteristics:**

* Personally aligned with our core values and beliefs; Caring, Honest, Open, Driven and Committed.
* High level of energy, urgency and drive.
* Resilient – is not afraid of a challenge or hard work.
* Excellent judgement.
* Sound, well developed influencing skills – able to build collaborative relationships quickly and effectively.
* Team player with willingness to help others and go above and beyond their formal role.

**Experience and Skills Required:**

Essential

* Experienced Marketing Professional, with technical expertise in lead generation and budget management.
* Strong leadership, motivational and interpersonal skills capable of building strong working relationships.
* Ability to manage staff to deliver outstanding creative work.
* Proven ability to manage a significant budget.
* Proven line management experience.
* Ability to develop strategies, tactics and measurable implementation plans.
* Strong communication skills, both written and oral (in English).
* Excellent analytical skills.
* Proficient in Microsoft Office
* Ability in creating concise strategic presentations.
* Capable in HTML/CSS & Content Management Systems
* Understanding of Customer Relationship Management Systems
* Experience of Attribution Systems
* A degree/equivalent work experience.

Desirable

* Understanding of Fostering or Children’s Service Businesses
* Hands on experience with Google Ads/Microsoft (Bing) Advertising
* Hands on experience with Facebook Advertising
* Experienced with the use of CHARMS
* Able to further develop the organisations website with a working understanding of Content Management Systems, Search Engine Optimisation, HTML & CSS coding and desktop and mobile site design to ensure year on year performance improvements to the websites and the quantity of traffic they receive.

**Working relationships**

* Reporting to the Group Business Development Director
* Line Management of the Marketing Manager (Fostering) and Digital Lead Generation Executive
* Close interaction with the fostering offices and central teams.
* Management of external third party supplier relationships

The job description is subject to change as the role evolves.

Safeguarding Children is central to all that By the Bridge with Cambian does. Although the Fostering Lead Generation Manager role is not primarily one where contact with children is involved there may be occasions, either through seeing situations with a fresh pair of eyes; reading information in a report or by receiving information in any other way that an administrator may have concerns regarding the welfare of a child. (There are occasions for example where specific children may develop a good rapport with the Fostering Lead Generation Manager through the child visiting the branch office). In any situation where the Branch Co-ordinator has concerns for a child’s well-being they must follow the reporting procedure of By the Bridge with Cambian. The Fostering Lead Generation Manager will be required to undertake mandatory online training within their induction period.