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| **Job Description**  |

**Job Title: Marketing Executive Reporting To: Marketing Manager (Cambian)**

**Location: Office Based, Central Services Salary Range: 22 – 24K**

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**Role Purpose:**

This is an exciting role working for By the Bridge and Cambian, a leading children’s provider of specialist behavioral health services for children in the UK. This role will be primarily based in Sittingbourne, Kent at By the Bridge Fostering’s Head Office (a subsidiary of the Cambian Group) but may also involve some travelling to Cambian schools and to their Head Office in Potters Bar.

* Responsible for the on-going development of the company’s resources and website development under the guidance of relevant Managers
* Ensuring that the website is compliant across our education provisions
* To collate news stories from our various provisions, create copy, design posts and utilise these across our website, social media platforms and quarterly newsletters
* Create school prospectus material and align with online content
* Analyse campaign data, report on all social media activity and advise accordingly on any improvements that can be made
* Assist the Website Development Manager with online campaigns and advertising including PPC

**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**

* Assisting the Marketing Manager(s), Lead Generation Manager and Website Development Manager in the creation of the company’s portfolio of printed and digital assets across the business (both Children’s Services and Fostering)
* Supporting the Website Development Manager with the creation of landing pages (including PPC) digital display advertising and the uploading of files to the company website(s)
* Assisting with Social Media development (including creating and uploading posts)
* Create, develop and manage content for both on and offline material; including print, web, social media and email newsletter for the group
* Monitor, evaluate and report on channel performance and make recommendations for improvement, keeping informed and advising on competitor activity and emerging technologies
* Co-ordinate web requirements across all departments
* Write, proofread and obtain relevant approvals for both on and offline content
* Must have excellent control over document issuing, versions and history
* Maintain brand consistency throughout all material

**General Responsibilities**

* To work in accordance with By the Bridge with Cambian policies and procedures.
* To contribute to the culture of By the Bridge with Cambian.
* To uphold and embody our values at all times, ensuring the protection of children is paramount
* To adhere to responsibilities under data protection, health and safety legislation and policies.
* To demonstrate a positive commitment to equalities and diversity.
* To undertake such other duties as may be reasonably expected or commensurate with your role.

**Role Objectives**

* Increase engagement of our social channels
* Develop good relationships with our schools and encourage the submission of good news stories and case studies
* Update information fact sheets and ensure that relevant content is relayed back to these
* Responsible for measuring engagement of the quarterly newsletter and increasing the subscription list for this
* Delivery of prospectus and website content for all SEMH schools

**Working relationships**

* Reporting to the Marketing Manager (Cambian)
* Close interaction with the Website Development Manager, wider marketing team, schools, external stakeholders and all other staff

**Person Specification**

* Must have experience of using social media platforms for business
* Strong communication skills, both written and verbal
* Dynamic, confident personality with emotional intelligence, enthusiasm and energy.
* A strong team player but with the ability to work independently,
* The ability to analyse data
* Ability to work on various projects simultaneously, under pressure to tight deadlines
* Strong attention to detail
* Proficient in Microsoft Office (essential), Adobe In-design and Photoshop (desirable)
* Experienced at using Content Management Systems and Google Analytics. HTML/CSS experience is preferential, but not essential as training will be given.
* Experience in SEO is beneficial but not essential

Safeguarding Children is central to all that By the Bridge with Cambian does. Although the Marketing Executive 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 Marketing 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 Marketing Executive will be required to undertake mandatory online training within their induction period.