



**Head of Marketing & Strategic Engagement
(Marketing Team)**

Information for applicants for Head of Marketing and Strategic Engagement

Thank you for your interest in the above role. This pack tells you more about Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

Role details:

Job title: Head of Marketing and Strategic Engagement

Responsible to: Associate Director of Campaigns, Communications & Marketing

Duration: Fixed-term contract until 31 March 2026 with possibility of extension, dependent on funding

Location: Home-based (with frequent travel and work in London) or hybrid (Vauxhall office).

Working Hours: Full-time, 35 hours per week (flexible, working minimum of 28 hours/per week considered – pro rata)

Salary: £50,000 plus £3,406 London weighting (pro rata if part-time)

Direct reports: Marketing Manager

Leave allocation: 30 days' annual leave, plus bank holidays pro rata if part time (1 April to 31 March).

About Kinship:

Kinship is the leading kinship care charity in England and Wales. We offer kinship carers financial, legal, practical and emotional support and understanding from the moment they need it, for as long as they need it. Our expert advice, information and guidance helps with complicated and stressful decisions that so many kinship families have to make. We're always there to support them through difficult times and celebrate the good.

Kinship carers are strong and determined. Together, they are powerful. We help them build communities of support and action by connecting families locally and across England and Wales.

We're at the heart of kinship networks, partnering with and influencing service providers, local and national government and other organisations. We give everything we have to fight for each family and their rights, changing society until every kinship family is recognised, valued and supported.

Overview:

We have been awarded a Department for Education contract to deliver high quality training to kinship carers across England, which complements our existing programmes and services, including our national Peer-to-Peer Programme, innovative programmes commissioned by local authorities in England and Wales and our free information and advice services including Kinship Compass.

Work to deliver our training offer to kinship carers is well underway, with kinship carers able to access a range of online workshops and in-person roadshows and workshops across England. More than 4,000 training sessions took place in the first year of the programme. Now in the second year, there are a range of sessions available, all designed with kinship carers, for kinship carers and an ambitious marketing strategy in place to engage existing and new audiences in this work.

Purpose of the role:

In order to reach and support more kinship carers with these programmes and our other services, we have developed a new Marketing Team to develop and deliver integrated, strategic and creative marketing and engagement campaigns and strategies. This team is now established with clear plans to engage kinship carer audiences, rooted in insights.

Strategic engagement with professionals from the education sector as a conduit to engage kinship carers in our services offer is a key part of this role, and a relatively new area of focus for Kinship. Delivering against a strategic plan already in place, you will be managing relationships and marketing approaches to Virtual Schools, select Multi-Academy Trusts (MATs) and other education professionals through umbrella bodies and associations to execute this.

The type of person we're looking for:

This is an exciting opportunity for an experienced, senior-level marketer or engagement professional with a strong track record in further developing and delivering successful multi-channel marketing strategies targeted at a range of audiences to join us as a Head of Marketing and Strategic Engagement to oversee this team. Experience in working in the education sector, or an engagement role would be advantageous.

We're looking for someone excited to hit the ground running, able to plan strategically, deliver operationally and take creative approaches to maximising engagement and acquisition with a small in-house team. A strategic thinker and natural collaborator, you'll be able to work across the organisation to further develop integrated marketing across Kinship's services and programmes, and ensure these align with our wider external communications, including to our Kinship Community of more than 12,000 carers.

You will have significant experience in leading marketing teams and have demonstrable experience in delivering successful, engaging marketing and engagement strategies. You'll be comfortable getting very involved in the operational delivery of our marketing and engagement plans, supporting your team and demonstrating an insight and audience-led approach to both digital and offline

marketing, thriving in an environment where you'll be responsible for overseeing the progress of various strands of marketing activity.

You will have experience of operating at a senior level – perhaps as a Senior Manager, Head of, or other senior-level role, adept at working with senior internal and external stakeholders and undertaking line management responsibilities, as a supportive and directional manager.

What you'll be doing:

- Using data and market insights, develop and oversee the implementation of high-quality, integrated and strategic marketing and engagement strategies to support Kinship's awareness, understanding, interest, income generation, engagement and growth amongst key audiences, with a particular focus on marketing our programmes and services, including a new training programme and our Peer Support programme, both funded by the Department of Education.
- Develop an expert knowledge of Kinship's target audiences for marketing its programmes and services to (e.g. kinship carers, local authorities, education sector organisations and professionals) and devise tailored multi-channel marketing activities for different audiences to meet service objectives.
- Ensure that all marketing plans and strategies align with, and support, the organisation's brand strategy using brand with maximum effect in all marketing communications in the ongoing development of a range of print and digital marketing assets and collateral.
- Lead the ongoing development and delivery of a focused schools engagement campaign and activity through key channels to raise awareness of kinship care within education settings to engage with kinship carers currently unknown to Kinship, including those from under-represented groups.
- Work closely with leads for Kinship's different programmes and services, and in the Business Development, Digital and Communications teams to ensure marketing communications and engagement with key audiences are aligned, with clear objectives and responsibilities, refining plans to best reach new and existing audiences.
- Work in collaboration and co-production with kinship carers and their families to ensure meaningful input and representation in the development of relevant plans and activities.
- Drive forward cross-departmental work to further develop the organisation's email marketing strategic approach.
- Contribute to the development of performance indicators for all marketing activities, using these to adjust campaigns to maximise effectiveness and provide regular reporting and analysis.
- Management of a small team, with clear oversight of and input into operational delivery of plans, as well as of day to day management of external

agencies and suppliers. Line management of the Marketing Manager, including objective setting and appraisals.

- Manage the Marketing Team budget.
- Take a leadership role in contributing to the Communications and External Affairs Department, working together in an integrated and collaborative way to sustain a high-performing directorate able to help the charity raise its profile, engage with more kinship carers and stakeholders and push issues affecting kinship carers up the public and political agenda.
- Be part of the Kinship management team, contributing to a positive culture and high achieving team focused on achieving our organisational strategic objectives by:
 - playing an active part in supporting income generation;
 - contributing to Kinship's long-term strategy, objectives, business plans and budgets;
 - contributing to reports to Board and funders as required;
 - contributing to funding applications as required;
 - showing a meaningful commitment to equality, diversity and inclusion in all work;
 - working collaboratively with the senior leadership team, management team, internal working groups and own directorate to play an active role in developing, consulting, implementing and evaluating cross organisational initiatives.
- Carry out any other duties that may reasonably be required.

Knowledge, abilities, skills and experience:

Essential:

- Significant experience (5+ years) in marketing, with demonstrable success in delivering integrated strategic marketing and/or engagement strategies which met objectives around engagement and acquisition.
- Experience in a management role, with line management experience, and accustomed to operating with senior-level colleagues.
- Experience of combining marketing and engagement strategies and plans, with experience of stakeholder engagement and management in order to reach a wider audience/consumer/customer.
- Extensive experience of project management and delivering ambitious plans on time, to budget and evaluating outcomes.
- Significant digital marketing experience strategically and operationally with particular experience in maximising digital marketing tools including email marketing systems and paid and organic social.
- Experience using a Content Management System, such as Salesforce and using insights to inform marketing optimisation and planning.

- Experience of tracking and reporting on social media and other digital marketing analytics and using insights and data to inform optimisation and planning of new activity.
- Experience of strategically approaching marketing campaigns across organic and paid social, particularly Meta advertising.
- Exceptional written and spoken communications skills, with the ability to develop impactful narratives tailored to different audiences and channels.
- Excellent organisational skills and the ability to work happily in a fast-paced environment, keeping multiple projects and objectives on track, often to tight deadlines.
- Excellent copywriting skills and experience of writing marketing copy for a range of audiences and channels, communicating clearly, concisely and with an organisation's tone of voice.
- Understanding of how to deliver integrated online and offline marketing campaigns and materials to deliver objectives.
- Marketing expertise and experience to contribute to planning, including applying knowledge of wider market trends and analysing available insights to identify opportunities to optimise activities.
- Ability to work in a small in-house team, developing marketing materials and campaigns with limited resource, demanding creativity and excellent project management skills.
- Confident using Microsoft 365 including Word, Excel, PowerPoint and online design programmes such as Canva.

Desirable:

- Personal experience of kinship care
- Knowledge of children's social care system and/or experience of work with kinship carers
- Experience of working in an engagement role in the education sector

General Attributes:

- A strategic thinker who considers the wider context when planning communications activity and is able to join up thinking, activity and objectives across a number of projects to maximise impact.
- Confident building trusted relationships with internal and external stakeholders.
- Excellent interpersonal skills with an ability to provide clear, supportive line management and to develop good relationships and ways of working with senior managers as well as peers and colleagues across an organisation.

- Excellent judgement and confident making decisions.
- Collaborative and enjoys working across a number of teams and able to problem-solve and show leadership in order to join up work across departments.
- A creative and solutions focused person, able to work independently and use own initiative and quickly seize opportunities.
- Able to digest complex information quickly.
- Flexible and willing to provide some out-of-hours cover and travel for work occasionally.
- Commitment to engaging people with lived experience in marketing and engagement activity in a meaningful way.
- Commitment to the values, aims and objectives of Kinship.
- Commitment to equal opportunities and diversity and a respectful approach to working with people from a range of backgrounds.
- Right to work in the UK.

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are recognised, valued and supported.

Our mission:

To ensure that kinship carers and the children they care for get the support and recognition they need.

"Knowing what you do helps kinship families that really need support. Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers."

(Staff member at Kinship)

We want to offer you the best place to work. Our people are friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.

Our Kinship values:

Be bold

We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



Step up

We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions
- Ask for and give honest feedback



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



Equality, diversity and inclusion:

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work.

We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

Candidate application information:

Please refer to the job description for this role to check that you meet the criteria in the "knowledge, skills and experience" section that are necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application.

If you have a disability that you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

How to apply:

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Please apply for the role of **Head of Marketing & Strategic Engagement** by 9am on Wednesday 28 May 2025.

Some tips for your application:

- Make sure you've read the job description and the essential requirements – make sure your application reflects those points in the requirements very clearly.
- Tell us why you want to work for Kinship. We're interested in working with people who share our values. You can read about our values above.
- Keep your response clear – use bullet points and short paragraphs if that helps. It will help the recruitment team to focus on your knowledge, skills and experience.
- Please do not use AI tools like ChatGPT to produce your answers. We use software to check, and your application will be rejected if you do.

Key dates:

Apply: We are working with Ellwood Atfield recruitment agency for this role so please apply directly via [this link](#).

Application deadline: 9am, Wednesday 28 May 2025

First interview: Online – Tuesday 10 June 2025

Second interview: In person – Thursday 19 June 2025

If you would like further information or an informal chat about this role, please contact Florence at Ellwood Atfield – florence@ellwoodatfield.com. Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications so please apply early!

Conditions of employment and what we offer:

Working hours:

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded, for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March) pro rata.
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Learning and development:

We are committed to developing and enhancing the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Health and wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Charity Worker Discount

Travel:

For this role, there may be occasional travel within the UK. There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements. We use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and passionate about doing their best for kinship carers.

We will **guarantee interviews** to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.

- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note:

This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.