



Marketing & Communications Officer
Policy and Communications Department

Information for applicants for the post of: *Marketing & Communications Officer*

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: Marketing & Communications Officer

Responsible to: Head of Marketing

Duration: Fixed term to 31 March 2026, potential to extend subject to funding

Location: Hybrid with frequent (minimum of 1 day per week) travel and work in our London Office, or fully office-based (Vauxhall)

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

Salary: £26,418 plus London Weighting Allowance of £3,406 (pro-rated)

Direct reports: None

Leave allocation: 24 days annual leave (30 days FTE), plus bank holidays pro rata for part time hours (1 April to 31 March).

About Kinship:

We are Kinship. The leading kinship care charity in England and Wales. We're here for kinship carers – friends or family who step up to raise a child when their parents aren't able to.

We are made by and for our community of kinship carers. Like family, relationships run deep. And we hear their experiences; for too long they have been isolated without the help they need.

We support, advise and inform kinship carers. Connecting them so they feel empowered. Because a child needs the love and warmth of a thriving family.

We develop research, campaigns and policy solutions. Creating positive change across society. Because for kinship families, love alone is not enough.

Through our work we harness frustrations to fuel passion for change. And tough experiences to inspire ideas that transform lives.

And as we see momentum building, we keep using evidence to demonstrate the value of kinship care. Helping kinship carers navigate challenging circumstances. Believing in a child's potential.

Join us. Together, let's commit to change for kinship families.

Purpose of the role:

We're looking for a motivated and creative Marketing & Communications Officer to join Kinship's Marketing Team. In this hands-on role, you'll help deliver integrated marketing campaigns and content that engages kinship carers, referral partners, and wider audiences across England and Wales.

What you'll be doing:

You'll be responsible for creating high-quality, audience-focused content across digital and offline channels, supporting social media and email marketing, managing marketing collateral, and ensuring all communications reflect Kinship's brand and values. This is a fantastic opportunity for an organised, proactive marketer to contribute to a growing team, help raise awareness of Kinship's services, and make a real difference for kinship carers and families.

Key responsibilities:

Marketing campaigns and delivery of plans

- Support the planning and delivery of cross-channel marketing and communications campaigns and activity, specifically including tactical plans to promote Kinship's DfE funded training and support service as well as promoting Kinship's holistic support offer including peer support and online advice.
- Support the development and delivery of new data-led marketing approaches to engage audiences in Kinship's training and support service, focusing on kinship carers new to Kinship, under-represented groups and those who have not attended a training event.

Content creation

- Plan and create clear, engaging, high-quality and audience-focused content – both written and multimedia (graphics, video, audio) using tools such as Canva or Adobe Express for a variety of channels - including website, social media, newsletters etc.
- Support the Senior Marketing Officer to produce self-designed marketing content and templates to market Kinship's services including events, workshops and roadshows to key audiences across a number of online and offline channels.
- Create compelling stories that bring our work to life in order to reach more kinship carers with our offer including service user testimonials and impact stories across all of Kinship's work and the Kinship Community - adhering to Kinship's case studies process and protocol.
- Repurpose content across platforms to maximise reach and engagement.

- Support the Marketing and Communications Manager with cross-organisation editorial planning and content planning, delivering content that engages with key audiences and raises the profile and impact of Kinship's work - fundraising, business development research & practice etc.
- Work with the digital team to ensure SEO is a key part of all content creation and to maintain up-to-date and accessible web content, especially for services including training

Digital & social Media

- Support the day-to-day management of social media channels – planning, creating, and scheduling content.
- Take the lead on day-to-day community engagement with followers across all social channels (paid and organic) using in-house guide to help direct to support where relevant and flagging issues of concern as appropriate.
- Support the marketing, communications and campaigns teams to develop and deliver organic and paid-for digital marketing campaigns including on social media, as and when required, monitoring and optimising campaigns for greatest impact.

Marketing collateral

- Manage the inventory of Kinship's marketing collateral, checking when stock is low and reordering where required.
- Supporting teams across the organisation to access and update Kinship's marketing collateral, offering particular support to Training teams.
- Work closely with external suppliers including briefing and quoting, such as graphic designers, creative agencies and printers.

Kinship brand & image library

- Ensure all content is in line with the charity's brand, tone of voice, and accessibility standards.
- Support the Marketing & Communications Manager to develop and maintain Kinship's brand identity across all channels and materials, supporting colleagues – particularly those in Peer Support and Programmes teams – through providing Canva templates and supporting their use of these templates.
- Support the Marketing & Communications Manager to manage the brand kit on Canva, email marketing templates, image library and case study bank.

Monitoring & reporting

- Deliver regular monitoring on performance by tracking key metrics across digital channels (email marketing and social media) and feed into monthly reports.
- Support with delivery of regular training-specific analytics and performance data to support refinement of marketing activity and wider learnings for programme delivery, working with colleagues to adapt tactics based on results and feedback.

- Contribute to the development of metrics for analysing and reviewing the performance of social media activity.
- Contribute data to KPI and quarterly Board reports.

Cross-cutting

- Work in collaboration and co-production with kinship carers to ensure meaningful input and representation in the development of relevant plans and activities.
- Contribute to cross-organisational communications, content, marketing and editorial planning, using project management and information-sharing systems within the organisation.
- Support the wider Marketing and Communications Team with administrative tasks as required.

Knowledge, abilities, skills and experience:

Essential:

Experience

- Demonstrable marketing experience in an in-house or agency role.
- Experience using digital marketing tools, including email marketing systems; design software including Canva; social media platforms and photo and video editing software.
- Experience using a Contact Management System, such as Salesforce.
- Passion for and experience of developing a range of content for different audiences and channels (such as videos, infographics, blogs and social media posts).
- Experience of using communications planning tools or systems (e.g. planning grids, Asana, Hootsuite, Loomly).
- Experience of tracking and reporting on social media and other digital marketing analytics.
- Experience or understanding of paid social, particularly Meta advertising.
- Experience or understanding of brand, brand guidelines, and how to use brand to deliver impactful marketing communications.

Knowledge and skills

- Exceptional written and spoken communications skills, with the ability to develop impactful narratives tailored to different audiences and channels.
- Excellent attention to detail.

- Excellent organisation skills and the ability to work happily in a fast-paced environment, keeping multiple projects and objectives on track, often to tight deadlines.
- Ability to work both independently and collaboratively.
- 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 meet objectives.
- Ability use marketing expertise and experience to contribute to planning activity.
- 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.

Attributes

- Passionate about marketing and interested in different marketing approaches
- Organised and good attention to detail.
- Collaborative and enjoy working across a number of teams.
- A creative and solutions focused person, happy using own initiative and quickly seizing opportunities.
- Able to digest complex information quickly.
- Flexible and willing to provide some out-of-hours cover and travel for work occasionally.
- 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.

Desirable:

- Personal experience of kinship care
- Knowledge of children's social care system and/or experience of work with kinship carers.
- Understanding of working in the charity sector.

Your main relationships will be with:

- Marketing & Communications Manager
- Head of Marketing
- Training team
- Digital and Content team

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.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications so please apply early!

Please apply for the role of **Marketing & Communications Officer** by sending a **CV** and **cover letter (no more than 2 pages)** detailing how you match the requirements for the role, to the advertisement on <https://www.charityjob.co.uk/>. Please use examples to demonstrate your experience.

Please include your notice period / earliest availability to start.

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.
- Don't go over 2 pages on your covering letter.
- 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: Via CharityJob
Application deadline: 26/10/25
First interview: rolling

Kinship reserves the right to close applications early on receipt of sufficient applications. Apply early!

If you would like further information or an informal chat about this role, please contact **Jenny Jordan** (Head of Marketing) on jenny.jordan@kinship.org.uk

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:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- 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.