



Senior Marketing Officer

Policy & Communications Department

Information for applicants for the post of: *Senior Marketing 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: Senior Marketing Officer

Responsible to: Head of Marketing

Duration: Fixed term contract until 31 March 2027

Location: Hybrid at least 1 day a week based in Kinship's Vauxhall Office, London

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

Salary: £28,918 plus London Weighting Allowance of £3,406 (pro-rated)

Leave allocation: 30 days annual leave, 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.

Overview:

Kinship is the working name for Grandparents Plus, which is a company limited by guarantee registered in England and Wales under number 4454103 and registered as a charity under number 1093975

We're looking for a motivated and creative Senior Marketing Officer to join Kinship's Marketing Team to help us reach more kinship carers with our support offer. You'll bring strong experience in delivering effective, insight driven digital marketing campaigns across channels including social media, email, web, paid advertising- and content marketing.

You'll play a key role in delivering integrated marketing campaigns and promoting our services and programmes – including Department for Education-funded training – to kinship carers, referral partners, and professionals across England and Wales.

Working closely with the Head of Marketing, you'll plan and deliver impactful marketing activity, create engaging content, and use data and analytics to optimise performance. You'll also contribute to shaping our marketing strategy by bringing evidence, creativity and best practice from across the digital landscape. This hands-on role offers the opportunity to maximise reach and impact and raise the profile of kinship care while supporting families.

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 below.

Key responsibilities

Marketing planning and delivery

- Support the delivery of marketing strategies and activity to grow brand awareness and increase engagement with kinship carers and other key audiences.
- Work with the Head of Marketing to develop marketing plans, and have day-to-day oversight of the delivery of these to promote the DfE funded training and support service to kinship carers, to ensure good take-up of all training events by a diverse range of kinship carers, in line with the programme goals.
- With the Head of Marketing, work with services teams to understand target audience, and identify opportunities to integrate Kinship's holistic support offer - including our peer support service and website advice content/ Kinship Compass - into training marketing activity where appropriate.
- Plan and deliver multi-channel marketing campaigns (digital, print, social media - paid and organic, email, SMS etc), monitoring and optimising campaigns for greatest impact and testing new approaches.
- Work with the Marketing & Communications Manager to ensure marketing plans are maximised and integrated with editorial planning and wider communications plans to raise the profile of Kinship's work and impact.

Content and digital marketing

- Produce and oversee content creation for marketing plans and campaigns delivering high-quality, insight-led and engaging marketing content for

different audiences and/or channels, including case studies, blog posts, leaflets, videos, and social media assets.

- Plan and deliver creative and innovative paid ad campaigns across Meta, reviewing and optimising throughout, ensuring robust reporting is in place and using analytics and insights to inform future campaigns.
- Help embed a new email marketing platform to support the delivery our email marketing strategy including segmentation, automated journeys testing and reporting.
- Working closely with the digital team to align activity across paid ads and paid search.
- Collaborate with the digital team to maintain service content on the website and optimise content for SEO and accessibility.
- Support the Marketing & Communications Manager to develop and deliver Kinship's social media strategy.

Marketing collateral

- Manage day-to-day relationships with external suppliers including briefing and quoting, such as graphic designers, creative agencies and printers.
- Management of Kinship's marketing collateral brochure, developing new items as required and supporting services teams to ensure collateral requirements are met.
- Manage and prioritise incoming requests from the organisational briefing process for services marketing support including producing collateral templates in line with brand guidelines, working closely and collaboratively with comms and digital teams.

Monitoring and reporting

- Track KPIs and produce regular monitoring reports on marketing performance across channels and, with support from the Head of Marketing, adjust campaigns and plans to optimise impact and make recommendations for future testing.
- Contribute to team reporting including Board reports, monthly staff updates and training service weeknotes.
- 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.
- Carry out any other duties that may reasonably be required.

Knowledge, abilities, skills and experience:

Essential:

Experience

- Demonstrable marketing experience in an in-house or agency role (minimum 4 years experience).
- Experience of developing and delivering marketing campaigns and activity to meet specific objectives, including engagement and acquisition of target audiences.
- Experience of supporting numerous marketing campaigns or activities at the same time.
- Strong digital marketing experience, including use of email marketing systems; design software including Canva; social media platforms and photo and video editing software.
- Experience of planning, delivering and optimising email marketing campaigns to drive supporter engagement, using segmentation, automation and performance analysis.
- 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 and using insights and data to inform optimisation and planning of new activity.
- Experience of delivering marketing campaigns across organic and paid social, particularly Meta paid advertising.
- Experience working with brand guidelines and applying brand principles to create impactful marketing.

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 deliver objectives.
- 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.
- Understanding of how Meta paid social and paid search complement each other across the user journey

Attributes

- Confident building trusted relationships with internal and external stakeholders.
- Excellent interpersonal skills and able to develop good relationships and ways of working with colleagues at all levels.
- Organised and has good attention to detail.
- Collaborative and enjoys working across a number of teams.
- A creative and solutions focused person, able to use own initiative and make suggestions.
- Empathy, sensitivity, and understanding of the needs of families facing challenges.
- 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:

- 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.

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 **Senior Marketing 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: Wednesday 1 April 11:30pm
First interview: Monday 13 April

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.