



**Head of Marketing
(Marketing Team)**

What you need to know about this role:

Job title: Head of Marketing

Responsible to: Co-Directors of Policy and Communications

Duration: 18 months with potential extension, subject to funding

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

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

Salary: £46,774 (out of London) or £50,000 (including London weighting) (pro rata)

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 will complement 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.

In order to reach and support more kinship carers with these programmes and services, we are building a new Marketing Team – comprising a Head of Marketing, Marketing Manager and Marketing Officer - to develop and deliver integrated, strategic and creative marketing campaigns and strategies.

This is an exciting opportunity for an experienced, senior-level marketer with a strong track record in overseeing the development and delivery of effective and successful multi-channel marketing strategies targeted at a range of audiences to join us as our Head of Marketing. We're looking for someone excited to hit the ground running in developing a new team and function, and who is able to plan strategically and creatively about how to maximise engagement and acquisition with a small in-house team. You will play a crucial role in supporting Kinship's growth including through income generation, by increasing brand awareness and developing compelling marketing offers for key audiences including kinship carers, local authorities and referral partners.

A strategic thinker and natural collaborator, you'll be able to work across the organisation to develop integrated marketing strategies and plans across all of Kinship's services and programmes, and ensure these align with our wider external communications, including to our Kinship Community of around 12,000 carers. You'll also be comfortable getting involved in the operational delivery of our marketing plans, supporting your team of two 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 significant experience in leading marketing teams in the charity sector, and have demonstrable experience in delivering successful, engaging marketing strategies in-house. You will have experience of operating at a senior management level – perhaps as a Senior Manager, Head of or other senior-level role, adept at working with senior level internal and external stakeholders.

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 and objectives:

- Using data and market insights, develop and oversee the implementation of high-quality, integrated and strategic marketing 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 funded by the Department for Education.
- Develop an expert knowledge of Kinship's target audiences for marketing its programmes and services to (e.g. kinship carers, local authorities, voluntary sector organisations, community organisations) and devise tailored marketing strategies for different audiences to meet service objectives.
- Ensure that all marketing plans and strategies align with and support the organisation's brand strategy (to be developed by Head of Communications and Campaigns), using brand with maximum effect in all marketing communications..

- Work closely with leads for Kinship's different programmes and services, and leads in the Business Development, Digital and Communications teams to ensure marketing communications and engagement with key audiences are aligned, with clear objectives and responsibilities.
- Support the Director for Business Development and their team in developing marketing strategies and activity which specifically support income generation.
- 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.
- Contribute to the development of performance indicators to measure and learn from all marketing activities and provide regular reporting and analysis against these.
- Support the Fundraising Manager and Project Management Officer with engaging any funders of our programmes and services, providing reporting information on marketing for key milestones and to fulfil contractual requirements.
- Line management of the Marketing Manager (who will manage the Marketing Officer).
- Manage the Marketing Team budget.
- Take a leadership role in contributing to the Communications and External Affairs team, 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.
- Deputise for the Directors of Policy and Communications as and when required.
- Be part of the Kinship management team, contributing to a positive culture and high achieving team focused on achieving our 2022-2025 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.

What you'll bring:

Essential experience

- Significant experience in marketing, with demonstrable success in delivering marketing strategies in the charity sector which met objectives around engagement and acquisition.
- Experience in a management role and experience of operating with senior-level colleagues.
- Experience of developing and delivering integrated strategic marketing campaigns and activity to meet specific objectives, including engagement and acquisition of target audiences
- Extensive experience of project management and delivering ambitious plans on time, to budget and evaluating outcomes.
- Significant digital marketing experience strategically and operationally: experience in maximising 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 and using insights to inform marketing optimisation and planning.
- Experience of using communications planning tools or systems (e.g. planning grids, Asana, Hootsuite, Loomly) and developing project management plans, and marcomms planning systems and processes.
- 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.
- Experience of brand, including developing brand strategies and implementing systems, processes and toolkits to ensure brand compliance in an organisation.
- Line-management experience and/or training and experience in leading a team.

Essential knowledge and skills

- A relevant qualification or training in marketing or a related discipline (e.g. CIM, IPM, IDM)
- 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 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.

Desirable experience:

- Lived experience of kinship care.
- Knowledge of children's social care system and/or experience of work with kinship carers.

General characteristics and attributes

- A strategic thinker who considers the wider context when planning any communications activity and is able to join up thinking, activity and objectives across a number of projects/areas of an organisation to maximise impact through marketing.
- Confident building trusted relationships with internal and external stakeholders.
- Excellent interpersonal skills with an ability to provide clear, supportive line management and able to develop good relationships and ways of working with senior managers.
- Excellent judgement and confident making decisions.
- 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 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 the values, aims and objectives of Kinship.
- A real commitment to equity, diversity and inclusion within your role and a respectful approach to working with people from a range of backgrounds.
- Excellent written and spoken English.
- Permission to work in the UK.

Equality and Diversity

Kinship is committed to inclusivity and representing the diversity of the communities we serve. We therefore welcome applications from all backgrounds and all sections of the community. Applicants will be treated fairly throughout the recruitment process and we will ensure there is no unfair discrimination on the basis of race, ethnic origin, disability, sex, gender reassignment, religion or belief, age, sexual orientation or any other relevant characteristic.

For this role we are actively seeking applications from Black, Asian and minority ethnic applicants who are currently under-represented at senior management levels in the charity.

How to apply:

Please apply by submitting a CV and answering four short questions via [BeApplied here](#). Please note that all answers will be viewed anonymously by reviewers and CVs will not be viewed until after this sift has happened. This is the first opportunity to demonstrate your experience and to stand out in the recruitment process. Reviewers will not see all your answers together and will be marking on the strength of the response to each question.

Please think about how you write your responses so that it's easy for reviewers to read (for example using bullet points and paragraphs). You will have a maximum of 250 words per answer.

1. Tell us why you're interested in working for Kinship in this role. Please also include how your personal values align with ours - Step up, Be stronger together, Be bold and Put people first.
2. If you were offered the role, what would your priority actions be in the first three months and why? Tell us about what you'd need to find out and what would be your approach to the role?
3. How would you ensure your team are motivated, high performing and happy in their role?
4. This role will involve working with a wide range of stakeholders across the kinship care landscape, to gather views, insights and contributions. How would you go about identifying, listening to and working with stakeholders and seeking consensus? What would you do when consensus cannot be reached?

The interview process will be **two stages** with one online (on Zoom) and you will be set a written task and asked to create a presentation as part of the second interview.

Application deadline: **gam on Monday 11 December 2023**

1st stage interviews: **Friday 15 December (virtual)**

2nd stage interviews: **Monday 18 December (in-person - Vauxhall)**

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.

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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)**

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We want to offer you the best place to work. Our people are really 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 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



What we can offer you:



Community:

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



Family:

- Our policies include kinship care, compassionate, dependents, and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



Holidays:

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



Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount



Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

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 really 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.