

Role profile

Job Title:	Marketing Coordinator	Grade:	10
Department:	Children's Placements	Post no.:	
Directorate:	Children's Services	Location:	Perceval House

Role reports to:	Fostering Recruitment Manager/Marketing Lead
Direct reports:	None
Indirect reports:	None
	This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.

Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Purpose of role

To raise the profile of Ealing's fostering services with the aim of recruiting sufficient carers to meet the diverse needs of children and young people needing to be away from their families either on a short term or permanent basis.

To be responsible for a wide range of marketing activities.

Key accountabilities

Work with team and operations managers to identify, plan and deliver marketing campaigns required to raise the profile and increase the number of carers for the fostering service.

Work with managers across the fostering service to identify marketing requirements to meet service business objectives including improved perceptions, increased awareness, increased number of carers, and change in beliefs and perceptions.

To advise and ensure that corporate standards are maintained in all marketing and promotional activities within the service.

To assist in the development of detailed, costed marketing plans and strategies for each campaign or activity.

To help manage budgets associated with campaigns with the Marketing Lead.

Work with the Marketing Lead and Marketing and Communications including, Print-Out, Media Officers, Communications Officers, Web Co-ordinators to develop and deliver Marketing and Communications activities.

To contribute to the research, analysis of data and writing and production of a range of publications, newsletters, leaflets, profiles and other materials for marketing purposes.

To commission a range of print and design services and other marketing campaign materials through internal and external suppliers.

To plan, organise, execute and attend events (including 'word of mouth' events around the community), both public and internal.

To establish and maintain effective working communications and liaison with a range of teams within the service to create awareness and understanding of the role of marketing and communications and influence the adoption of best practice.

To commission a range of promotional merchandise, clothing and other marketing items through internal and external suppliers.

To commission a range of advertising including magazines, web-based, outdoor and television.

To contribute to and help to manage the fostering website.

To contribute to and help to manage the fostering social media accounts.

To plan and execute community outreach to forge links with community groups and leaders to further promote the services.

To organise and direct at film/ video shoots and photo shoots.

To prepare reports highlighting marketing activity and outcomes. To be presented at management, department, and team level. Also, externally when required.

To attend and contribute to meetings/functions promoting the fostering service as required by the team manager.

To contribute to the overall work of the team, as per the demands and requirements of the service.

Key performance indicators

Performance indicators associated with specific campaigns e.g. additional number of enquiries, increased quality of enquirers, increased number of approved carers, greater community awareness, changes in perceptions.
Delivery of specific campaigns within available budgets
Increased exposure in the borough of the fostering service
Event feedback

Key relationships (internal and external)

Team and operation managers and other officers within the council
Senior Staff within Fostering
Staff within Marketing and Communications
Foster carers
Commercial contractors and suppliers of marketing services and products
Partner organisations
Key contacts in other local authorities
Key contacts throughout the community

Authority level

Recommendation of expenditure on marketing campaigns
Management of campaign specific budgets
Advising on marketing campaigns and strategy for the achievement of business objectives
Representing the service in dealings with Managers, other stakeholders, Partners, other Local Authorities and other organisations.

Additional Requirements

Any other duties appropriate to the post and grade

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

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Essential knowledge, skills and abilities

1. Detailed knowledge of the diverse marketing requirements and techniques required by a local authority and its operational services, specifically in relation to fostering.
2. Able to assist on the preparation, and deployment of marketing campaigns and recommend the most appropriate marketing mix in each case.
3. Able to produce detailed briefs for the design and production of marketing campaign materials.
4. Able to understand complex numerical and other data and make recommendations on the appropriate marketing response.
5. Able to be creative and innovative in identifying and instigating opportunities for the development of the fostering service and performance through marketing techniques.
6. Good interpersonal, presentation, persuasion and negotiating skills.
7. Able to work effectively with Managers, other stakeholders and Partners.
8. Able to demonstrate knowledge and understanding of equality issues and the ability to integrate equalities policies into marketing campaigns and service delivery.
9. Able to adopt a flexible approach to working hours at certain times in order to deliver marketing campaign activities.

Essential qualification(s) and experience

1. An appropriate recognised qualification in Marketing such as the CIM Diploma or similar or equivalent verifiable experience and training (Key) **
2. Demonstrable experience of developing and implementing successful marketing campaigns to improve service delivery in a local authority or closely-related environment. (Key) **
3. Demonstrable experience of having delivered successful marketing projects **
4. Demonstrable experience of good project management skills.
5. Use of MS Office Suite or similar software packages

Values and behaviours

Improving Lives for Residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> • Is passionate about making Ealing a better place. • Can see and appreciate things from a resident point of view. • Understands what people want and need. • Encourages change to tackle underlying causes or issues. 	<ul style="list-style-type: none"> • Does what they say they'll do on time. • Is open and honest. • Treats all people fairly. 	<ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas. • Challenges constructively and respectfully listens to feedback. • Overcomes barriers to develop our outcomes for residents. 	<ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost. • Brings in ideas from outside to improve performance. • Takes calculated risks to improve outcomes. • Learns from mistakes and failures. 	<ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making. • Makes things happen. • Acts on feedback to improve performance. • Works to high standards