

**Job Pack:  Digital Marketing Officer**

Thank you for your interest in working for Contact. The job pack consists of the following documents:

* Guidance Notes
* Job Benefits Details
* Equal Opportunities Monitoring Form
* About Contact and the Role
* Job Description/Person Specification

The closing date for applications is **Midnight on Sunday 3 December 2023**

Interviews will be held on **Week commencing 11 December 2023 (tbc)**

**Please return a completed application form along with an equal opportunities monitoring form by the date stated above.**

It would be really helpful if you could save your documents in the following format ‘*yoursurname*appform.doc’ and ‘*yoursurname*equalopps.doc’.  This is so that we can identify them easily in a group of applications and cut down on the processing time in sending them to the panel.

If you do not hear from us by the interview date it does mean that we have not been able to include you on our shortlist.

Completed applications should be emailed to:  recruitment@contact.org.uk or by post to:

HR Recruitment

G07

50-52 Wenlock Studios

London

N1 7EU

**Guidance Notes for Applicants**

**Filling in the application form**

* Please complete all parts of the application form. (**CVs will not be accepted in place of an application form).**
* Show clearly how your experience, knowledge, skills and abilities are relevant to the requirements of the person specification.
* Give full details of your duties in your present or most recent job. This may be a voluntary role. Do not miss out experience gained in previous jobs but select the most relevant points. Also include details of any skills or experience gained from voluntary, committee or community work, etc.
* Use extra sheets if necessary, noting your name and the post you have applied for at the top of each sheet.
* Check the closing date to allow time for your application to reach us.
* We suggest you keep a copy of your completed application.
* Contact does not usually acknowledge receipt of application forms unless specifically requested and a stamped, self-addressed envelope is enclosed. **Please note that if you have not been contacted by the advertised interview date then unfortunately you have not been successful in your application.**

**Short-listing**

When short-listing we will be looking for evidence that you have the knowledge, experience, skills and abilities to do the job as detailed in the job description and person specification. These provide the essential criteria against which your application will be assessed. The short-listing panel will not have access to the monitoring details you provide.

**Disabled candidates**

Contact welcomes applications from disabled candidates. Please make us aware of any reasonable adjustments we may need to make for you as a disabled person and particularly address any special requirements you may have if you are invited for interview.

**Equal Opportunities Monitoring**

For statistical purposes please complete and return the monitoring form. As stated above the form will be detached from your application form before the short-listing exercise.

**Criminal Record Declaration and the Criminal Records Bureau & Central Registered Body in Scotland Disclosure Service**

The declaration must be completed. Contact is an organisation that provides services for families of children with disability. You will appreciate therefore, that Contact must be particularly careful to enquire into the character and background of applicants for appointments to posts that (a) involve contact with children or supervise those who have contact with children, (b) who are in positions of trust and influence and (c) who, by virtue of the authority and responsibility inherent in the post they hold, might be expected to be positively suitable to work with children. Seeking this information is not, in anyway, to reflect upon applicants’ integrity but is necessary to protect the vulnerable and to assist us in making safe recruitment decisions.

If you wish to check any aspect of this, further details are available on the DBS website www.dbs.gov.uk or their DBS information line 0870 909 0811.    The declaration form is not part of the short-listing process.

**We aim to make the application process as straightforward as possible. If you have any further questions regarding your application, the Disclosure or monitoring processes, or require any further general guidance or information about Contact please contact a member of our Human Resources Department 020 7608 8766 or email** **recruitment@contact.org.uk**

Thank you for applying to Contact.

**Job** **Benefits Details**

**Digital Marketing Officer**

**Contract**

Fixed term 12 months contract (full time).

**Salary**

Salary starts at £32,078, plus London-weighting for office-based candidates.

**Annual Leave**

* 25 days pro rata per annum plus one extra day for each completed year of service up to a maximum of 30 days after five years’ service.  Holiday year runs January – December.

**Concession Leave**

* 3 days a year for the period of office closure between Christmas and New Year.  Pro rata for part time employees.

**Hours of Work**

* 35 hours a week. Normal office hours are observed but flexibility can be arranged in most areas of work.  Family Friendly and Work Life Balance policies are observed.

**Pension Scheme**

* Auto-enrolment pension scheme. Matched contribution rate for employee and employer of up to 5%.

**Employee Assistance Programme**

* Covering employees and their families, a full EAP free counselling service is provided through Health Assured.

**Season Ticket Loan**

* Yearly season ticket purchase available after six months satisfactory service, repayable over a ten-month period.

**Contact’s** **Equal Opportunity Monitoring Form**

The completion of this form is voluntary, but the information it contains helps us to monitor and improve our equal opportunities policies and procedures.  **This sheet is removed from the application form before the short-listing process, thus ensuring that all short-listing is based on merit.**

|  |
| --- |
| 1. **Full Name:**

  |
| 1. **Job Applied For:**

  |
| 1. **Date of Birth**
 | 1. **Marital Status**

  |
| **5.  Gender:   Male / Female** **(delete as appropriate)**  | **6.  Nationality:**   |

**7.   I belong to the following ethnic grouping: (tick as appropriate)**

|  |  |
| --- | --- |
| **A: White** A1: British A2: Irish A3: Any other white background (please specify)    | **B:  Of Mixed Race:** B1: White and Black Caribbean B2: White and Black African B3: White and Asian  B4: Any other mixed background (please specify)    |
| **C:   Asian or Asian British:** E1: Indian  E2: Pakistani E3: Bangladeshi E4: Any other Asian background (please specify)    | **D:   Black or Black British:** D1:  Caribbean D2:  African D3:  Any other black background (please specify)  |
| **E:   Chinese:**  | **F: Any other ethnic group** (please specify)  |

Please note that Contact is committed to making reasonable adjustments to allow candidates with a disability to meet the requirements of the role.

**8.**   Do you consider yourself to have a disability?   Yes / No

1. Do you have any disability for which special arrangements should be made, either in an

Interviewor employment situation? If so, please specifythe nature of the disability and your requirements:

**10.** Are you a carer of a child under the age of 18: Yes / No

I understand that this information may be stored and processed as part of the Contact Monitoring of equal opportunities and I give my consent to my details to be used for this purpose.

**Signed: …………………………………………….    Date: ……………………………………**

**About Contact and the Role**

**About Contact**

**Contact** is a UK-wide registered charity, established in 1979 to support families whose children have a disability. Contact improves the lives of all families with disabled children. With them, we transform their lives, break down barriers and tackle disadvantage through ambitious, collaborative and innovative work. We make a real and lasting impact and are a force for positive change.

Contact has a head office in Central London; local project offices in some London boroughs and home-based staff and volunteers across the UK.

[**Our national advice, information and support service**](https://contact.org.uk/advice-and-support/)
Contact has a range of advice and information resources, and digital content including education, benefits and finances, childcare, social care, diagnosis, medical information and more.

[**Our helpline**](https://contact.org.uk/advice-and-support/our-helpline/)
Contact provides afree national helpline for parents of disabled children offering advice and information on the issues affecting their daily lives.

[**Our national programmes**](https://contact.org.uk/advice-and-support/local-support/our-programmes/)
Contact runs a range of programmes across the UK, including information sessions, workshops, drop-ins in hospitals and parenting courses.

[**The Fledglings shop**](https://fledglings.org.uk/)
Our Fledglings shop sells toys, clothing and sensory products that make life a bit easier for parents and more fulfilling for their child.

[**Campaigns & research**](https://contact.org.uk/get-involved/campaigning/)
Contact campaigns with families to remove the barriers they face every day and conduct research so we understand the scale of the issues families face.

[**Parent carer participation**](https://contact.org.uk/what-we-do/parent-carer-participation/)
Contact is the Department for Education's parent carer participation delivery partner in England, helping parents work together with professionals to make improvements to local services.

**About the Role**

**Job Description**

|  |  |
| --- | --- |
|    **Job Title:**  |  Digital Marketing Officer |
| **Responsible To:**  | Digital Marketing Manager |
| **Department and** **Location:**  | Advice, Communications and EngagementOffice /hybrid working from Contact’s Wenlock Studio HQ in Angel, Islington or can be home-based |
| **Salary** |  Salary starts at £32,078, plus London-weighting for office-based candidates  |
| **Hours of Work**  | 35 hours per week   |
| **Annual leave entitlement:**  | 25 days per year |
| **Purpose of the role** | Collaborating with teams across Contact to support and lead on the charity’s digital marketing activities  |
| **Main Duties**   | * Manage email campaigns across the organisation to promote our information and advice services, support fundraising campaigns, and drive business development initiatives.
* Create engaging content, including copy and graphics, for use across our websites (contact.org.uk and fledglings.org.uk), social media, and advertising channels.
* Support marketing activities on social media platforms by planning and creating engaging content, as well as assisting with community management, such as our Facebook challenge groups.
* Assist in maintaining Contact's website content, including writing SEO-friendly copy and seeking ways to improve user experience.
* Support the delivery of fundraising campaigns through digital channels, including regular giving, lead generation/Valex campaigns, the Contact Weekly lottery, and Facebook challenge campaigns.
* Manage B2B marketing campaigns to increase sign-ups for our paid practitioner training and workshops.
* Support paid advertising campaigns on platforms such as Facebook, Instagram, and Google Grant.
* Provide regular updates on all activity to support reporting cycles.
* Continuously optimise campaign performance (e.g. CPC, CPA) through ongoing testing and analysis.

  |
| **Cross functional duties**  | * Work collaboratively with a number of teams across Contact including Business Development, Fledglings, digital and comms teams.
* Attend regular supervision and annual appraisal. Utilise training and development opportunities to develop your skills.

  |
| **General duties**  |  * Our aims and objectives are set out in the current Strategic Plan. Policies such as Equal Opportunities, Health & Safety etc., are available to staff via our intranet. Staff are expected to work within these aims, policies, and procedures and to ensure that they are followed by all staff for whom line management responsibility is held.
* The post-holder will be expected to assist with any reasonable administrative duty at the request of the line manager for the post.
* All members of staff are expected to participate in appropriate team meetings held to discuss topics. Staff are also expected to attend training events relevant to their specific responsibilities.
* All staff have supervision meetings, receive support and annual appraisal incorporating their training and personal development needs.
* Any other reasonable duties as may be required.
 |

**Person Specification**

The person appointed will be expected to have the key essential skills, knowledge and experience listed below. The items under the heading ‘desirable attributes’ will also be useful for Contact a Family and the post holder. However, candidates who do not have these desirable attributes should not be deterred from submitting an application.

|  |  |
| --- | --- |
|  **Job Title:**  |  **Digital Marketing Officer**  |
| **Person Specification**  As a Digital Marketing Officer, you will work with the Digital Marketing Manager to support Contact's Communications, Income Generation, e-commerce and Business Development teams with their digital marketing activity. Your role will involve running digital marketing campaigns and creating captivating content to help the charity achieve its objectives. This includes fostering supporter relations, running fundraising campaigns, promoting Contact's free and paid support services, and improving our brand awareness so we reach more families with disabled children.This position requires a creative person who can craft engaging copy and design compelling online content across various formats, while contributing to the overall marketing strategy.We are looking for someone with a minimum of two years of marketing experience. Previous experience in B2B marketing or fundraising within a charitable organisation would be advantageous, although not essential.This role has excellent opportunities for development, as you will collaborate with multiple teams and gain experience in a wide range of marketing channels, including SEO and paid advertising.  |
| Our values | **Families at Our Heart** * I work with a deep respect for families, doing what I can to boost families’ self-belief and empower them
* I work tenaciously to understand the issues families face so that my work enables and supports colleagues in family facing roles

**Trusted** * I am non-judgemental when working with others and stay focused on respecting what they bring, and the skills they offer
* I persist in the face of challenges, stay focused on my responsibilities and commitments, and the need to keep others aware of any issues
* I look for opportunities to build trust with families, colleagues, and partners by being open, honest, and compassionate

**Empowered** * I am not afraid of managing conflicting views and can work proactively to find constructive ways forward
* I work inclusively with colleagues, partners and families, whilst balancing deadlines, to drive things forward and get things done
* When I engage others in taking positive action, I focus on the bigger picture, on the ‘right thing to do,’ and what we can achieve together.

**Bold** * When things feel unclear or complex, I take steps to check my understanding and to get the clarity I need to take action.
* I am confident to work with some ambiguity and can use creativity and initiative to identify positive actions I can take

   |
|  **Desirable skills, knowledge and experience**  |  * Experience in identifying target audiences and developing engaging digital campaigns that inform, engage, and drive action.
* Experience producing digital communications across social media, webpages, and email using design tools such as Adobe Creative Cloud or Canva. Basic video production experience is a plus.
* Experience writing engaging marketing copy across digital channels, updating webpages using a CMS, and a solid understanding of writing SEO-friendly content.
* Experience using an email platform to build and send broadcast and automated email communications.
* Experience analysing data and reporting on campaigns using Google Analytics, Google Looker Studio and Excel.
 |

This is a description of the job as it currently stands.  It is the practice of the organisation to periodically examine job descriptions (especially during the appraisal process) and to update them to ensure that they relate to the role as it is being performed, or to incorporate whatever changes are being proposed.  This process is generally carried out at supervision or appraisal meetings.  You will therefore be expected to participate fully in such discussions with your line manager and to help rewrite your job description to bring it up to date if this is considered necessary or desirable.  It is the organisation's aim to reach agreement on reasonable changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description after full consultation with you.

November 2023