**Job Description**

# Section A: Job Profile

*The job profile outlines key information relating to the salary and working conditions e.g., location of a job, along with the current focus of the role and a brief description of the main duties.*

## Job Details

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| Job Title: | Marketing & campaigns officer (fostering) |
| Salary: | £40,476 - £43,693 |
| Grade: | 11 |
| Hours: | *22* |
| Team: | Marketing & Campaigns |
| Service Area: | Public Affairs, Policy and Partnerships |
| Primary Location: | County Hall, OxfordPlease note we are actively looking at our ways of working using everything we have learnt and heard from our people about the organisational and personal benefits of agile working.  What you can absolutely expect from working at Oxfordshire County Council (OCC) is that you will have the support to do your job and deliver great results, wherever you are based.  Each role at OCC is different and we know the needs of individuals are also varied, and so our approach to where and how often we would like to see you in person will be taken depending on the requirements of the role and in collaboration with you as part of the recruitment process. |
| Budget responsibility: | n/a |
| Responsible to: | Marketing & Campaigns Manager |
| Responsible for: | n/a |
| Political Restricted Post: | No |

## Job Purpose

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| This post is based in the communications, marketing and engagement service, which provides integrated communications, marketing, consultation and engagement advice and support across all service areas at Oxfordshire County Council. This postholder is responsible for digital and offline marketing communications to support the effective delivery of the council’s fostering marketing strategy.An integral part of the marketing and campaigns team, they will combine great ideas and sound experience in order to ensure creative, insight-led marketing communications engage the right audiences and attract genuinely prospective foster carers. They will also use their expertise to support communications to existing foster carers.Working proactively with the operational fostering team and existing foster carers, their focus will be on building the profile of Oxfordshire as being the organisation of choice for those interested in becoming a foster carer. All this with an eye on ensuring that performance objectives are met, and that the end-to-end customer experience is excellent.     |

## Job Responsibilities

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| * Develop insight-led integrated marketing communications activity that meets the objectives of the marketing strategy for fostering recruitment.
* Develop, monitor and enhance broadcast communications to existing foster carers – ensuring they are kept up to date and feel informed about the latest service and sector information.
* Develop and manage the delivery of tactical marketing plans associated with specific fostering projects or initiatives.
* Lead in the production of a range of different types of content (including blogs, video, long form articles, adverts, advisory content)
* Develop engaging content stories to support the marketing strategy, with a particular emphasis on visually-led, shareable stories, working closely with the press office colleagues where stories can be optimised
* Manage and develop web content about fostering, working closely with the service to ensure ongoing accuracy and effectiveness
* Manage and develop the current suite of social media channels for fostering, looking at ways to optimise and grow engagement
* Improve nudge and onboarding communications, using data to inform those improvements
* Ensure the council’s brand and the fostering look and feel is understood and consistently applied
* Optimise and evaluate campaign plans, including defining clear metrics that relate to measurable communications objectives
* Organise the presence of fostering at events, road shows and exhibitions
* Manage workflow and ensure work is delivered on time and to a high standard
* Maintain strong professional relationships with agencies and suppliers and service areas
* Any other duties as may be deemed necessary to support the marketing and campaigns team and carry out the full remit of the role
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# Our Values

Our organisational values underpin everything we do and say and are supported by policies, processes and guidance. In short, our values describe ‘the way we do things here’ so that we deliver great services for our residents. Our values are:

* Always learning
* Be kind and care
* Equality and integrity in all we do
* Taking responsibility
* Daring to do it differently

Everyone that works for us demonstrates their commitment to these values. We will ask you to demonstrate your commitment to these values, and their associated behaviours, throughout the application process.

# Section B: Selection Criteria/Person Specification

This section provides a list of essential and desirable criteria that detail the skills, knowledge, behaviours, qualifications and experience that a candidate should have to perform the job.

Each of the criteria listed below, and your commitment to our values, will be measured through the application form/CV (A) and optionally one or more of the following - a test / exercise (T), an interview (I), a presentation (P) or documentation (D). You must provide a supporting statement as part of your application which includes examples and evidence of when you have demonstrated the criteria listed below.

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| --- | --- |
| Essential Criteria | Assessed By: |
| Education to degree level or equivalent in another qualification or at least two years’ relevant professional experience  | D |
| Experience of utilising a range of digital and non digital channels – and optimising them to ensure effective delivery | I |
| Experience of developing integrated marketing recruitment campaigns with clear policy and campaign objectives  | I |
| Experience of writing creative briefs and working closely with graphic designers and other creative services  | I |
| Experience of managing the development of different types of content that support marketing activity – video, written, visual | I |
| Experience in working with non communication specialists across service areas and advising them on how best to communicate  | I |
| Experience of delivering and evaluating campaign plans, including the definition and measurement of clear communications objectives  | I |
| Experience of working in a high pressure, deadline driven environment | I |
| Experience of buying marketing goods and services including advertising | I |
| Experience of organising small scale events and attendance at those events | I |
| Experience of writing for and managing different types of marketing communications content on a range of digital platforms – including social media, online content and email marketing  | I / T |
| Experience of using email marketing platforms in order to deliver effective customer communications | I |
| Desirable Criteria | Assessed By: |
| Experience of working in a politically led organisation  | D |
| Experience of working in a marketing recruitment role – ideally in the caring profession  | D |
| **Generic job-related competencies:** * **Active communication** – actively consults and supports the flow of communication through the organisation and provides a compelling vision to others.
* **Decision-making** – makes clear decisions that take full account of value for money, cost management, efficiency and risk
* **Delivering results** – consistently delivers stretching objectives through effective prioritisation, project management and the efficient use of resources.
* **Customer focus** – retains responsibility for high levels of external and internal customer service through active feedback and a strong understanding of diverse customers.
* **Strategic awareness and understanding** – develops effective internal and external relationships and networks that enable the understanding and delivery of broad organisational goals and strategic requirements.
* **Personal effectiveness** – acts with high levels of trust and personal accountability and responds positively to change and opportunities for personal development.
 | A, I |

# Section C: Pre-employment Checks

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates. Further information can be found here [Pre-employment checks](https://www2.oxfordshire.gov.uk/cms/content/support-attending-interviews)

Additional pre employment checks specific to this role are identified below (those ticked).

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| [ ]  | Enhanced Disclosure and Barring Service check with Children’s and Adults Barred List | [ ]  | Enhanced Disclosure and Barring Service check without [an Adult/Children’s barred list check](https://intranet.oxfordshire.gov.uk/cms/content/safer-recruitment-and-disclosure-and-barring-service-checks#enhanced-dbs-check-without-an-adult-childrens-barred-list-check) |
| [ ]  | Enhanced Disclosure and Barring Service check with Children’s Barred List | [ ]  | Enhanced Disclosure and Barring Service check with Adults Barred List |
| [ ]  | Standard Disclosure and Barring Service check | [ ]  | Basic Disclosure |
| [ ]  | Disqualification for Caring for Children (Education) | [ ]  | Overseas Criminal Record Checks |
| [ ]  | Prohibition from Teaching | [ ]  | Professional Registration |
| [ ]  | Non police personnel vetting | [ ]  | Disqualification from Caring |

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| [ ]  | Other (please specify):       |

# Section D: Working Conditions

This is a guide to the working conditions and the potential hazards and risks that may be faced by the post-holder.

## Health and Safety at Work

You are responsible for your own health, safety and wellbeing, and undertaking health and safety duties and responsibilities for your role as specified within Oxfordshire County Councils Health and Safety Policy.

The potential significant hazard(s) and risk(s) for this job are identified below (those ticked).

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| [ ]  | Provision of personal care on a regular basis | [ ]  | Driving HGV or LGV for work |
| [ ]  | Regular manual handling (which includes assisting, manoeuvring, pushing and pulling) of people (including pupils) or objects | [ ]  | Any other frequent driving or prolonged driving at work activities (e.g. long journeys driving own private vehicle or a council vehicle for work purposes) |
| [ ]  | Working at height/ using ladders on a regular/ repetitive basis | [ ]  | Restricted postural change – prolonged sitting |
| [ ]  | Lone working on a regular basis | [ ]  | Restricted postural change – prolonged standing |
| [ ]  | Night work | [ ]  | Regular/repetitive bending/ squatting/ kneeling/crouching |
| [ ]  | Rotating shift work | [ ]  | Manual cleaning/ domestic duties |
| [ ]  | Working on/ or near a road | [ ]  | Regular work outdoors |
| [ ]  | Significant use of computers (display screen equipment) | [ ]  | Work with vulnerable children or vulnerable adults |
| [ ]  | Undertaking repetitive tasks | [ ]  | Working with challenging behaviours |
| [ ]  | Continual telephone use (call centres) | [ ]  | Regular work with skin irritants/ allergens |
| [ ]  | Work requiring hearing protection (exposure to noise above action levels) | [ ]  | Regular work with respiratory irritants/ allergens (exposure to dust, fumes, chemicals, fibres) |
| [ ]  | Work requiring respirators or masks | [ ]  | Work with vibrating tools/ machinery |
| [ ]  | Work involving food handling | [ ]  | Work with waste, refuse |
| [ ]  | Potential exposure to blood or bodily fluids | [ ]  | Face-to-face contact with members of the public |

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| [ ]  | Other (please specify):  |

April 2022