

Direct Marketing Coordinator

Join the team





Who we are

Since 1988, Care for the Family has been a charity that exists to strengthen families. As an organization our vision has always been to not only provide help and support in the tough times, but to help families put down strong roots in the good times, helping them to weather the storms of life if and when they arise.

We offer courses, events and resources to promote and support thriving family life, as well as preventative care to assist families through crises and help prevent relational breakdown. We operate specialist initiatives such as our national befriending support, coming alongside families who are facing the most challenging of circumstances, including parenting children with additional needs or coping with the loss of a child.

We are motivated by Christian compassion and love and are committed to supporting families of all faiths or none, with quality services and resources.



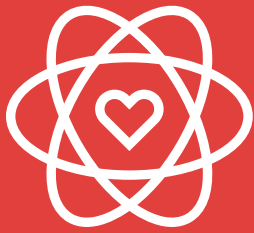
Our Mission

We exist to strengthen and support family life.



Our Vision

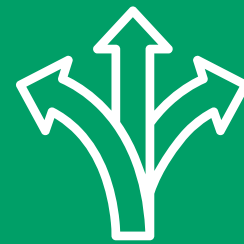
That all families will be able to find support during challenging times, and encouragement in the good times.



Our Values

We will seek to act:

- with generosity of spirit
- with vulnerability
- by honouring the least



Our Approach

The focus of our work is:

- with adults
- universally accessible
- evidence-based

Employment Ethos

Care for the Family is a Christian organization and for some roles there is an occupational requirement for the post holder to be able to demonstrate a commitment to the Christian faith. If there is such a requirement it will be included in the job description. Where this is the case, prospective staff will be asked to confirm that they affirm our statement of faith.

How our work helps

Each year, over



70,000
people

access Care for the Family services.



During 2024,



110

new facilitators

were trained who are now fully licensed and equipped to run the *Time Out for Parents* courses.

Each year



50

single parent families

are given a week-long adventure holiday to strengthen their family.

We reach over



16,000

people

a year through our live events all over the UK.

Several hundred parenting courses were run by licensed facilitators, reaching over



2,000

parents

across the UK.

Our teams produce over



100

resources

each year to support families whatever they are going through.

Through our befriending service



100s

of individuals

are supported each year, providing unique peer-to-peer support from trained befrienders.

Why work at Care for the Family?

- ✓ The knowledge that you are part of a team making a difference to family life in our nation, and beyond.
- ✓ 5 weeks annual leave (pro rata) rising to 6 weeks after 2 years' service, plus bank holidays.
- ✓ 10% non-contributory employer personal pension scheme.
- ✓ Security for your loved ones through company life insurance to the value of three times your annual salary.
- ✓ Family-friendly culture (the doors are locked at 6pm!) and policies including enhanced maternity pay.
- ✓ Secure, free parking for all employees - taking some of the stress and cost out of getting to work.
- ✓ Bottomless free tea and Fairtrade 'Kingdom Coffee' available all day.
- ✓ Prayer meetings twice weekly, as well as a dedicated prayer space in our Tovey House office.
- ✓ Staff conferences and events to build relationships, equip and encourage.
- ✓ Access to an Employee Assistance Programme and a variety of staff wellbeing groups.



STAFF DEVELOPMENT
THE BIRKMAN METHOD

At Care for the Family, we use a self-assessment tool called The Birkman Method.

We use Birkman to help increase awareness of ourselves and others and improve communication and relationships. Birkman has been used all over the world for 65 years to develop leaders, improve teamwork, and help us gain insight into our usual style, interests, needs and stress behaviours.

Direct Marketing Coordinator

Role Description

- Hours:** Full time (37 hours per week)
- Location:** Care for the Family, Tovey House, Newport, NP10 8BA
- Duration:** Permanent
- Reports to:** Direct Marketing Manager
- Salary:** £27,032 (plus 10% non-contributory pension contribution)

This is an exciting opportunity for a highly organised and data-confident marketer to play a pivotal role in helping more couples, parents and those supporting the bereaved access Care for the Family's trusted services. As Direct Marketing Coordinator, you will bring campaigns to life across email, post and telemarketing, using data and insight to increase reach, deepen engagement and support fundraising and events that make a real difference to the lives of those who use our services.



Key Responsibilities

- Coordinate and deliver direct marketing campaigns across email, post and telemarketing, working with colleagues across Care for the Family to ensure activity is timely, relevant and aligned with the wider marketing strategy
- Support fundraising and event marketing through well-planned, insight-led campaigns that strengthen supporter engagement, grow participation and help deliver organizational objectives
- Use audience segmentation, data extraction and quality control processes to ensure campaigns are accurately targeted and underpinned by reliable, well-managed data
- Monitor campaign and event performance, producing clear and timely reporting that helps teams evaluate results, identify insights and improve future activity
- Provide day-to-day coordination and support for Direct Marketing Administrators, contributing to effective team planning, smooth event delivery and strong cross-team collaboration
- Build positive relationships with external suppliers
- Develop confident use of relevant systems and tools, including Microsoft Dynamics, Excel, Maplytics and Power BI, to support campaign delivery and reporting
- Act as a proactive point of contact for data quality and wider marketing data projects, helping to resolve issues, share insight and support continuous improvement across the organization



Person Specification

Essential:

- Excellent written and verbal communication skills, with the ability to communicate clearly and warmly with a range of audiences
- A highly organised, methodical approach with the ability to manage multiple priorities and deliver to deadline
- Strong problem-solving skills and a proactive, solutions-focused mindset
- Excellent attention to detail and a high level of accuracy when working with data and processes
- Proven ability to plan and prioritise workload effectively, including coordinating the work of others where needed
- Experience using CRM or database systems to support campaign delivery and audience management
- Experience collating, analysing and presenting data to support reporting, learning and decision-making

Desirable:

- Experience working in a marketing, fundraising or charity environment
- Knowledge of audience segmentation and data-led campaign targeting
- A degree-level qualification or equivalent relevant experience
- Experience of coordinating external suppliers such as printers, mailing houses or fulfilment partners



Additional Information

Although we are an organization built upon a Christian ethos, we do not consider this role to be one which carries an occupational requirement for the post holder to be a practising Christian under the requirements outlined in Part 1 of Schedule 9 of the Equality Act 2010. However, due to the nature of the organization and the integral part this role will play, we would like someone who is comfortable working in a Christian context and working to support our Christian ethos.

Terms and Conditions

This is a full-time, permanent position. The salary will be £27,032 per annum.

This position is 37 hours per week.

The position is offered subject to the satisfactory completion of a three-month probationary period.

Holiday entitlement is five weeks per annum, rising to six weeks after two years' continuous service, plus statutory holidays.

CFF operates a group personal pension scheme and will contribute to an employee's plan, within the scheme, a monthly payment equivalent to 10% of their gross monthly salary once conditions for entry to the scheme have been met.





Want to know what life is like at Care for the Family?

Have a watch of our introductory video:



Life at Tovey House

Relationship is at the heart of everything that we do. For that reason, we place a high value on working together collaboratively in our Newport office. Just moments from the M4 and A48, Tovey House provides a purpose-built, comfortable, modern and welcoming environment.

We are just a few miles from Cardiff, and 45 minutes from Bristol. Tovey House underwent a complete renovation in 2019, creating an attractive office space with room for collaboration and hosting events. We have ample free parking, and a hotel, pub and coffee shop a 5-minute walk away.



Care for the Family is a Christian initiative to strengthen family life, offering support to everyone.
A registered charity (England and Wales: 1066905; Scotland: SC038497).
A company limited by guarantee no. 3482910. Registered in England and Wales.
Registered office: Tovey House, Cleppa Park, Newport, NP10 8BA.

