

Hello!

I am so glad you're considering applying for the Communications and Marketing Coordinator position at Kids Matter.

We work hard not only for our children, parents and communities, but also to build a brilliant culture at Kids Matter. Our motto is to be 'ambitious yet respectful'. You'll be stretched for sure but well-supported while that happens. We are all about growth, development, learning and having people work out of their sweet spot most of the time. We have a lot of fun along the way!

You will be joining us at such a key time in our journey; we're now seven years old and we're putting in place what we need to begin our next chapter. We know what we are doing and how to do it. Your job will be to help us extend our reach, grow at scale, and equip communities across the country with what they need to see real and lasting transformation.

This job pack includes:

- Details around what the job involves
- What we're looking for in applicants
- Specifics around employment in this role
- An outline of the application process
- An overview of our charity
- What we believe

I look forward to reading why you think you'd be a great fit on our team!

A handwritten signature in black ink, appearing to read "Eli Gardner".

Dr Eli Gardner, Clinical Psychologist
Co-founder & Executive Director



Job Description

Overall purpose

The role of Communications and Marketing Coordinator sits within the Communications Team at Kids Matter. As we seek to grow our audiences, our influence and ultimately our impact, it's an exciting time to join the team. This role will predominantly be responsible for the day-to-day fulfilment of email marketing, maintaining our social media presence and ensuring the website is kept up to date.

Working closely with both the Head of Communications and Content Manager, this role will also be heavily involved in supporting other areas of the organisation, particularly fundraising and partnerships.

Key responsibilities

1. Social Media

- With guidance from the Content Manager, populate Kids Matter social media channels with content, working to an agreed schedule.
- Monitor social media channels for comments/enquiries and responding in a timely manner – escalating where necessary.
- Deliver paid-for ad campaigns on social media channels, developing audiences, ad creative and managing performance.
- Keep up to date with the latest trends and best practice ensuring we're maximising our potential in reaching our audiences.

2. Email Marketing

- Responsible for creating and sending email marketing campaigns for all areas of the organisation, using Mailchimp.
- Working with the Head of Communications develop and execute automated user journeys for a variety of Kids Matter audiences.
- Ensure all emails we send are compliant with GDPR as well as optimised for accessibility.
- Develop integrations/processes between Mailchimp and Beacon (our CRM).

3. Website management

- Responsibility for ensuring the Kids Matter website is regularly updated with fresh and relevant content.
- Create new pages as required to support new products or initiatives from across the wider Kids Matter team.
- Working with the Communications team, ensure that the website is fully accessible and SEO optimised.

4. Wider team involvement

- Contribute towards staff prayers and, on occasion, lead 'Thought for the Day'.
- Provide additional support to other teams when appropriate.
- Engage with team-wide meetings and trainings.

Person Specification



Category	Criteria	Assessed by*	E/D
Skills/ Abilities	Attention to detail and accuracy	A/I	ESSENTIAL
	Excellent organisation and time management skills	A/I	
	Ability to manage, prioritise and balance conflicting demands OR a diverse workload	A/I	
	Ability to use initiative and be proactive	I	
	Strong written communication skills	A/T	
	Strong relational skills; able to communicate effectively with team members and people from a wide variety of backgrounds and experiences	A/I	
	Ability to work independently and as part of a team	A/I	
	Ability to use new systems and processes quickly and confidently (including CRM)	I/T	
	Highly IT literate with knowledge and proficiency of Microsoft 365 programmes and Zoom (video conferencing platform)	I/T	
	A comprehensive understanding of Mailchimp (or similar email marketing platforms)	I/T	
	Confidence in website content management systems (experience of Wordpress would be desirable)	A	
	A thorough understanding of best practice on social media as well as a natural interest and engagement of multiple social platforms	A/I	
	An understanding of basic HTML and CSS	A/I	DESIRABLE
Confidence and proficiency in Adobe products (especially InDesign and Photoshop)	I/T		

Personal qualities	Willing to give and receive constructive feedback	A/I	ESSENTIAL
	Flexible and willing to be involved in a wide range of tasks	I	
	Commitment to ongoing development of own knowledge and skills	A	
	Strong personal Christian faith	**	
	Passion for Kids Matter's vision of seeing every child in need raised in a strong family	A/I	
Experience	Experience of working in a similar marketing or communications role	A	
	Hands on experience of working on social media platforms, updating websites and running email campaigns	A	

* Assessment methods: Application form (A), Interview (I), Tasks (T)

** Whilst this is an occupational requirement, the shortlisting process will not involve scoring candidates on their faith.

Employment Information

Job title: Communications and Marketing Coordinator

Reporting to: Head of Communications

Purpose: See Job Description

Location: Remote

Contract: Permanent

Start date: As soon as possible

Hours of work: Full time, 5 days (35 hours) per week

Salary: £25,000-£27,000 depending on experience

Probation period: 6 months

Holiday entitlement: 25 days (plus bank holidays) per year pro rata, with additional time off between Christmas and New Year's day

Pension: Automatic enrolment into a direct contribution pension scheme (4% employer contribution)

This post is subject to an Occupational Requirement

Kids Matter serves and supports clients within the Christian sector, the nature of the work requires that this post holder has an active faith in Jesus under the Equality Act 2010, Part 1, Schedule 9.

Equal Opportunities

We actively support and welcome the integration of people from diverse backgrounds and varied experiences and skillsets to help shape the work and future of Kids Matter. We are particularly keen to receive applications from African and Afro-Caribbean, Asian and other diverse ethnic communities, and those who are neurodivergent and/or living with any kind of disability.

Application Process



Stage 1

Complete a copy of our online application form.

We also ask for all applicants to submit an **Equal Opportunities Monitoring Form**, which will be sent to you to complete following the submission of your application form. This form will be used for anonymous analysis to ensure our overall recruitment procedures are fair and transparent. It will never be viewed or used as part of the selection process. It is optional to submit this form.

Deadline: **4pm on Monday 13th January 2025**

All successful and unsuccessful applicants will be notified via email by **5pm on Thursday 16th January**.

Stage 2

Successful applicants will be invited to an initial 30 to 40-minute Zoom interview, which will take place **in the week commencing Monday 20th January** (with flexible timing into the evenings).

To ensure candidates can perform to the best of their ability, interview questions will be sent in advance of the interview date. Candidates will also be sent a short task to complete before attending their interview.

Stage 3

Following initial interviews, 2-3 selected candidates will be invited to attend a second Zoom interview, on a weekday **between Monday 27th and Wednesday 29th January**. The interview will be 45-60 minutes long and followed by 1-2 tasks. Kids Matter will reimburse any reasonable travel costs.

Stage 4

Following second interviews, 1-2 selected candidates will be invited to meet Eli Gardner, our Executive Director and Co-Founder on **Tuesday 4th February**.

The successful candidate and unsuccessful candidates will be informed of Kids Matter's final decision by 5pm on **Thursday 6th February**.

If you would like any application and interview support or you need any reasonable adjustments throughout the application process or if you would like an informal phone call to ask questions or discuss the role, please contact **Katie Washington (HR and Systems Coordinator)** on recruitment@kidsmatter.org.uk.





About Kids Matter

More than 4 million children are being raised in poverty in the UK and the stress poverty places on them (and their parents) can result in long-term emotional and social problems. We therefore exist to help strengthen families and interrupt that negative trajectory.

Research has shown that the most effective early intervention to help children is group-based parenting programmes. For children to thrive, it is important for mums, dads and carers to increase their own wellbeing and confidence in their parenting skills. Whilst all parents need support, our effective and accessible programmes have been written for families facing disadvantages.

We partner with local churches and their community networks across the whole country to run our evidence-informed programmes in communities and in prisons, equipping mums, dads and carers with the tools (confidence, competence and community) they need to build strong relationships and strong families. Not only will this have a positive impact on child wellbeing and future outcomes, but it will also reduce the social and financial costs of family breakdown.

Our impact

Since launching in 2017, we have impacted **over 4,000 children** through our parenting programmes, equipping their parents (nearly 2,000 of them) with the skills needed to build a strong family. We have an ambitious vision to reach many more in the coming years.

[Read our most recent Impact Report here.](#)

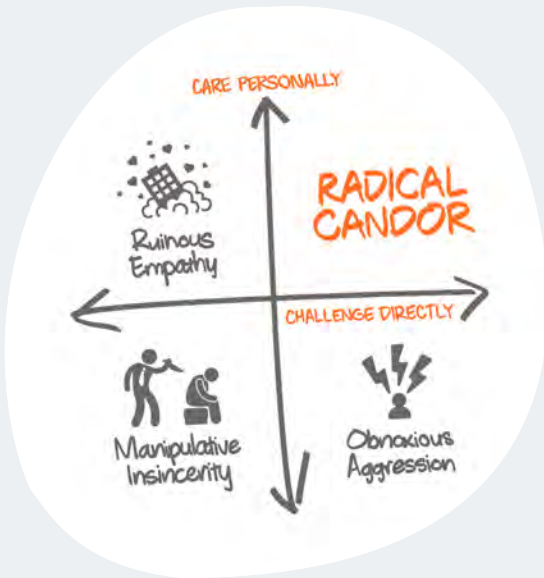
Our team

We have a wonderful team of brilliant people committed to transforming society, one family at a time, and a group of top-notch trustees who support us every step of the way.

[Find out more about them here.](#)

'It's worth doing, I would do it 20 times over and still learn something new in the twentieth session.'

Tash, mum



At Kids Matter, we strive to have a culture where giving and receiving feedback from anyone in the team is a common occurrence. We place high value on getting to know one another to create a foundation of trust from which we can challenge directly. Teams regularly have 360 feedback sessions and managers are encouraged to regularly ask for feedback from their direct reports.

We don't always get it right, but our aim is to operate from a place of 'Radical Candor'.

Our culture values are:

- Faithful** We put our faith in God and we are fiercely loyal to our mission and vision.
- Respectful** We draw alongside others and genuinely listen, affirming the dignity of everyone we encounter.
- Excellence** We go above and beyond to provide the best quality in all we do.
- Positive** We choose to be grateful, to be hopeful, and to see possibility in everyone.
- Ambitious** We push for all to achieve their full potential so that together we can fulfil our vision of every child in need being raised in a strong family.



Statement of Faith

Nicene Creed

We believe in one God,
the Father, the Almighty,
maker of heaven and earth,
of all that is, seen and unseen.

We believe in one Lord, Jesus Christ,
the only Son of God,
eternally begotten of the Father,
God from God, Light from Light,
true God from true God,
begotten, not made,
of one Being with the Father.
Through him all things were made.

For us and for our salvation
he came down from heaven:
by the power of the Holy Spirit
he became incarnate from the Virgin Mary,
and was made man.

For our sake he was crucified under Pontius Pilate;
he suffered death and was buried.
On the third day he rose again
in accordance with the Scriptures;
he ascended into heaven
and is seated at the right hand of the Father.

He will come again in glory to judge the living and the dead,
and his kingdom will have no end.

We believe in the Holy Spirit, the Lord, the giver of life,
who proceeds from the Father and the Son.
With the Father and the Son he is worshiped and glorified.
He has spoken through the Prophets.
We believe in one holy catholic and apostolic Church.
We acknowledge one baptism for the forgiveness of sins.
We look for the resurrection of the dead,
and the life of the world to come.

Amen.

