



RECRUITMENT PACK

**DIGITAL
MARKETING AND
CONTENT LEAD**

APRIL 2024

**HOPE
AND
HOMES
FOR
CHILDREN**



hopeandhomes.org

CONTENTS

- Letter from our Director of Global Marketing, Communications and Fundraising
- About Hope and Homes for Children
- Role profile and person specification
- Working at Hope and Homes for Children
- Next steps

Dear Applicant

We believe children belong in families, never in orphanages.

Orphanages don't protect children, they harm them.

Put simply: the last thing an orphanage can provide is the first thing a child needs - someone to love them. And yet today, there are still an estimated 5.4 million children confined to orphanages around the world, with children still being taken from families and placed into orphanages on a daily basis when those families face poverty, discrimination and disability. Worst of all, an estimated 80% of children in orphanages aren't orphans at all. They have at least one living parent or close relative who could care for them with the right support.

For children without this option, there is always a better alternative than an orphanage. Children always belong in families. They need protection, encouragement, play, laughter and love. They need somewhere to call home and someone to love them. You can help us make this their reality.

As our Digital Marketing and Content Lead, you will conceive and deliver a best-in-class digital strategy that uses our digital estate and communications to deliver against our strategic organisational objectives of ending the institutionalised care of children. You will use your technical expertise in digital marketing and communications and a data-driven approach to increase digital engagement across social media, website, and email. You'll drive up the quality of our content and user experience through continuous test, review and optimisation.

You will be a digital all-rounder, with a proven track record of creating and implementing effective digital platform strategies and have an innovative approach to digital marketing.

You will join a brave, can-do organisation and do work that matters, day in, day out. In the wake of the devastating crisis in Ukraine, our profile as an organisation was raised and our work became more relevant and more important than ever before. In 2024, we will build on this by making a significant investment in our public engagement work to position us for even greater success with our key audiences, including prospective corporate partners. You will be encouraged to think and act big, and you will be mandated and supported to make things happen. You will work with dedicated, passionate champions who take bold steps to inspire change.

If you believe every child belongs in a family then join us, as we consign orphanages to history.

Warmest regards

Toby Bourke

Toby Bourke

Director of Global Marketing Communications and Fundraising

About Us

For almost 30 years, hope has driven this organisation to fight for every child to feel the love of a safe, family home; and to inspire organisations around the world to close the doors of orphanages forever.

Because orphanages harm children.

More than half the children confined in orphanages around the world suffer violence of one form or another. That includes rape and torture from staff, people from outside who pay for access to them, and from other children they are confined with.

Orphanages regiment the lives of children and are unable to provide the intimate care that a family can, leading to alarming levels of neglect. The impact of this neglect is so severe in babies and young children that it harms their neurological development in ways that can have lifelong consequences.

Orphanages isolate children from their communities. Not only does this lead to stigma and prevent children from forming the support and friendship networks we all need, but it reduces transparency and scrutiny of what goes on behind the barred windows and metal doors. Because in the worst cases, orphanages traffic children into the sex industry or for their body parts.

The shocking truth is that these are almost always children who have, or could have, a family to look after them. To love them. But today, over 5.4 million children are trapped within institutions. It's not right and it must stop.

Since 1994, **Hope and Homes for Children** has been working to stop the institutionalisation of children. We're 200 people, in ten countries, inspiring organisations, including the UN, EU and governments around the world, to close the doors of orphanages forever. Instead, we fight for every child to feel the love and belonging of a safe family home.

As challenges get tougher, we work harder – with children, for children. Our care reform specialists set up community-based family support services. Our policy experts promote stronger child protection laws. And our skilled social workers work directly with children to keep families together, to reunite them, and to nurture new ones. Through national reform, we inspire global action.

And we'll continue. Transforming the system. Consigning orphanages to history. Until every child, everywhere, has the chance to thrive in a strong, supported family. Because children deserve better.

Our vision is a world in which children no longer suffer institutional care.

Our mission is to be the catalyst for the global elimination of institutional care for children.

Our aim is that by December 2030, worldwide, we will have achieved a consensus that orphanages are an unacceptable way of looking after children.

Our Impact

We've proven our approach is effective across a wide variety of contexts; moving children out of orphanages to safety, and reforming childcare systems from the top down to make family-based care the norm.

- In **Romania** we celebrated our 25th year in 2023 having contributed to reducing the number of children in institutions from 100,000 to 1,777.
- With our support, the government of **Bulgaria** is reforming its childcare protection system and committed to the closure of the final 4 institutions for children under three by 2025.
- In **Rwanda**, our strategic direction led to the first orphanage closure in the country. Now the government has agreed a national strategy to close all institutions and is on-track to be the first orphanage free country in Africa.
- In **South Africa** and **India**, our work demonstrated the value of family alternatives, influencing governments to expand orphanage closure programmes across these countries.
- In **Ukraine**, 48,000 children have benefitted directly from our assistance since the start of the war – 1,013 of these through direct case management to prevent separation.
- Our **Advocacy** team influenced governments on a new Resolution on the Rights of the Child, which led to 193 member states of the UN agreeing that for the first time in history orphanages need to be eliminated. At the Commonwealth level, we helped to secure the Kigali Declaration on Children's Care and Child Protection Reform. This text, agreed unanimously by the 54 countries of the Commonwealth, is a significant milestone to expand our advocacy influence and win cross-country commitment to care reform.



Our recent achievements

- We work across 10 countries. In 2023, we provided support to the **families of 9000 children** so that they can be safely cared for at home, preventing their placement into orphanages. We supported **500 children from orphanages** to safely transition into family and

community-based care (including birth families, extended families, foster families, and small group homes). We built the skills and capacity of **3,000 child protection professionals** to support children, close orphanages, and sustain the alternative care system. **7** orphanages were closed forever.

- In **South Africa**, as a result of our successful pilot project in Gauteng Province, the South African government committed to delivering a National Deinstitutionalisation policy and invited us to help draft it.
- In **Ukraine** the team overcame immense challenges to deliver humanitarian, psychological, and practical support in Kyiv and Dnipropetrovsk to 30,000 families with 52,000 children orphans. At the same time, we have been influencing the European Commission to make a full commitment to eliminating Ukraine's and **Moldova's** orphanages a condition of their accession as an EU member.
- In **Nepal**, authorities closed 2 children's homes in Kathmandu Valley and the Nepal government featured the elimination of orphanages in its five-year plan for the first time ever.
- In **Kenya**, our influence helped see the approval of the government's National Strategy for reform, and we hosted a high-level delegation from Nairobi in Rwanda to begin converting those plans into action. In 2023, we formally registered an office in Kenya.

Looking Ahead

Despite enormous challenges, we've never stopped fighting for what's right for children.

In the coming years, Rwanda, Bulgaria, Romania, and Moldova are on track to have closed ALL their orphanages. And we'll upscale our work across India, Nepal, South Africa, Kenya, and Ukraine to support overhauling their child care systems.

With UN and EU policies and funding now supporting family-based care, our attention will turn to ensuring that governments and international bodies make good on their commitment to children.

We launched our strategy and refreshed branding in 2022. With a greater focus on partnerships which catalyse greater change than we can achieve alone, we're gearing up for our biggest battle. Over the next 10 years, we're going to shift policy makers, business, and public opinion to the vital tipping point – recognising orphanages are an unacceptable way to care for children.

With our determination and the hope that has powered us for 30 years, we can achieve our vision of a world without orphanages.

Role Requirements	
Job Title:	Digital Marketing and Content Lead
Grade:	3
Hours:	Full-time/ 37.5 hrs
Location:	Remote working, with the home base location flexible across locations where we have a registered European / African office (i.e., UK, Belgium, Romania, Bulgaria, Ukraine, Rwanda, Kenya or South Africa).
Reports to:	Supporter Acquisition Manager
Role Purpose and Role Dimensions:	<p>As the Digital Marketing and Content Manager, you will conceive and deliver a best-in-class digital strategy that uses our digital estate and communications to deliver against our strategic organisational objectives of ending the institutionalised care of children.</p> <p>You will use your technical expertise in digital marketing and communications and a data-driven approach to increase digital engagement across social media, website, and email. You'll drive up the quality of our content and user experience through continuous test, review and optimisation.</p> <p>You will take an innovative approach, developing new ideas that will challenge the conventions of the sector in order to stand out and drive acquisition and growth, and create seamless user journeys that are designed to maximise conversion to income.</p> <p>Our message is so vital, to achieve our strategy we must bring our audience fresh, hard-to-ignore concepts, words and images that cut through the noise. You will play a pivotal role in delivering this strategy.</p>
Key External Contacts:	Agencies, prospective and existing supporters, third party suppliers
Key Internal Contacts:	All colleagues in the Marketing, Communications and Fundraising teams; Resources, Advocacy and International Programmes teams; Chief Executive Officer, Senior Management Team and Trustees
Key Areas for Decision Making:	Devising and implementing digital elements of the Acquisition marketing strategy, recommending, implementing and monitoring activity as part of integrated communications strategies alongside the Supporter Acquisition Manager
Financial Dimensions:	Responsible for project managing activities within agreed digital campaign and project budgets

Other Considerations:	Some out of office hours work as required Required to travel within the UK May be required to undertake occasional international travel
-----------------------	---

Key Accountabilities	Key Elements	% of time
Digital strategy and planning in support of HHC's aims and goals	<ul style="list-style-type: none"> • Work closely with the Public Engagement team to contribute to, develop and implement effective communications strategies and campaign plans • Own and drive the continuous improvement of HHC's social media, website and other digital marketing channels (including SEO, email marketing), optimising user journeys to maximise conversion to income • Work with the Supporter Acquisition Manager and wider Public Engagement team—plus other teams across HHC—to deliver and monitor digital plans, and report on their progress • Plan and manage all digital content including social, web, and email • Contribute digital-specific ideas and insights in support of team's objectives and plans 	15%
Manage HHC's digital channels	<ul style="list-style-type: none"> • Be responsible for day-to-day monitoring, moderating and management of digital channels, especially social media, as well as website, and email • Develop and implement social media content calendar • Schedule and publish content across digital channels in line with digital plans • Manage the Digital Asset Management system (DAM) • Deliver clear audience strategies across social channels • Manage our web development agency partner and other third-party suppliers relating to our website, social and email platforms • Ensure consistently high standards of usability, design, and content of all digital channels, ensuring a digital brand presence consistent with the organisation's aims, values and policies. • Project manage and co-ordinate programmes of activity relating to HHC's digital channels, e.g. notable upgrades to website UX / UI • Optimise donation journeys and oversee creation and optimisation of landing pages in order to maximise conversion to income • Identify opportunities for, and develop and manage the use of, digital tools such as Facebook Donate • Plan, manage, monitor, and develop our Google Adwords and Google Grant accounts 	35%

Produce and commission content for digital channels	<ul style="list-style-type: none"> • Working with colleagues and third parties to plan and conceive ideas and content for digital channels • Generate channel appropriate content • Commission written and audio/visual work from colleagues and third parties as appropriate 	20%
Research, evaluate and improve	<ul style="list-style-type: none"> • Oversee the setup, monitoring and reporting of analytics; identifying patterns and insights and regularly report data and insights • Regularly review and our own and competitors' digital channels and report on actionable insights • Research and recommend content, channels and tools most appropriate for HHC's engagement with target audiences • Implement other measurement tools to evaluate and report on effectiveness of content and activity • Review new technologies, campaigns and content and make recommendations for new test activities appropriate to the organisation's audiences and product portfolio 	25%
Play an active role as a member of the Public Engagement, MCF and the wider Hope and Homes for Children teams	<ul style="list-style-type: none"> • Work as part of the MCF team to champion and proactively progress the delivery of HHC's organisational strategy, through your active contribution to delivering the MCF strategic plan. Take responsibility for identifying opportunities and addressing or where appropriate, escalating the need to address barriers to success as part of your own and wider team efforts • In line with your specific role requirements, expertly use HHC's supporter database to preserve organisational memory by ensuring it accurately reflects all relevant information about our interaction and understanding of our supporters so that it can be leveraged as an effective tool in support of our fundraising • Apply appropriate project management principles and practice to your work independently and with others to enhance the successful delivery of projects and activities, ensuring monitoring, evaluation and learning to optimise future investments • Operate as a brand ambassador for HHC, equipping yourself with the knowledge and understanding to be able to confidently and competently represent HHC in all settings • Keep up to date with the Marketing, Communications and Fundraising landscape and relevant codes of practice and legislation related to your own and the wider work of HHC • Identify your own learning and development needs and proactively engage your manager in assessing and agreeing the necessary support and approach to equipping you to deliver in your role successfully • Play an active role in fostering a culture of commitment to HHC's vision, mission, values and People Plan. 	5%

Person Specification

Experience, knowledge and skills

Essential

- Digital all-rounder, with significant experience of working in a digital marketing or content delivery role
- Track record creating and implementing effective digital platform strategies
- An innovative approach to digital marketing
- A willingness to challenge the conventions of the category/ sector in order to achieve cut-through and growth
- Proven experience of executing digital and integrated campaign activity across paid (AdWords) and organic search, social media, email and content marketing
- Experience of integrating best practice SEO into content creation and platform management
- Excellent knowledge of Google Analytics and social media analytics tools
- Experience of commissioning content (film, blog, stories) for digital channels
- Knowledge and experience of optimising digital journeys for excellent user experience (UX)
- Proven track record of managing a successful social media presence across multiple accounts or brand identities
- Collaborative team player with a proactive approach
- Curious and inquisitive, eager to continually progress their own knowledge, skills and abilities
- Able to organise own workload, highly motivated and a great multi-tasker
- Good project management skills, comfortable managing upwards and in matrix teams

Desirable

- Experience managing development teams or partners, freelancers, and agencies
- Experience of Google grants account management
- Knowledge of social media management tools including social listening, scheduling and sentiment analysis
- Experience of marketing automation and / or eCommerce principles
- Excellent copywriting skills and understanding of accessibility within a digital context
- Proven ability to identify, understand and communicate with specific audiences across digital channels, while maintaining an accurate brand spirit and consistent tone of voice
- Knowledge of email marketing software, such as Campaign Monitor
- Experience of working with / for premium brands or with fundraising or advocacy organisations or agencies
- Knowledge of and interest in International Development or child protection
- Experience of using Adobe Creative Cloud apps for design / content production
- Knowledge of data protection rules and practices
- Experience managing a Digital Asset Management system (DAM)

Working at Hope and Homes for Children

We currently employ over 200 people worldwide. Their diversity is at the heart of our remarkable, talented and successful teams. We have circa 50 members of staff based in the UK and the remainder based in Europe, Africa and Asia. Our work in the UK is supported by volunteers at the main UK office and a network of committed supporters and local fundraising groups who champion our work.

Our Marketing, Communications and Fundraising team has an incredible wealth of experience from across the corporate and charity sectors, including WaterAid, NSPCC, Marie Curie Cancer Care, Oxfam International, Bauer media, CRUK, Breakthrough Breast Cancer, Scope, The British Red Cross, Great Ormond Street Children's Hospital Fund and War Child.

Salary range: £37,000 to £41,000 per annum pro rata (including any payment for London Weighting) dependent on experience.

This contract is: Permanent

Hours: Full time - 37.5 hours per week

Location: Remote working, with the home base location flexible across locations where we have a registered European / African office (i.e., UK, Belgium, Romania, Bulgaria, Ukraine, Rwanda, Kenya or South Africa).

Applicants must have the right to work in the country in which they would be based.

Holiday entitlement: 25 days per year, plus UK bank holidays, pro rata. After two years, an additional day is awarded pro rata each year up to five years.

Our benefits: Hope and Homes for Children contributes 6% to its chosen workplace pension scheme when an employee contributes 4%

Generous flexible and home working practices.

Employee Assistance Programme

Enhanced sick pay, maternity and paternity pay

Modern UK office locations in both London and Salisbury

The probation period is: 6 months

If the successful candidate is based outside of the UK, the reward package will be adjusted to reflect relevant local market terms and conditions.

Next steps

To apply, please upload your CV and a covering letter (500 words max) indicating why you're interested in joining us and (reflecting on the role profile) why you believe your skills and experience make you suitable for the role.

The final date for applications is 6 May 2024. However, we may close the vacancy early if we receive strong applications. So, don't delay, please get in touch if you have the right skills, experience and passion for our cause.

If you have any queries or you would like an informal discussion about this opportunity, please contact the HR team by email: recruitment@hopeandhomes.org and we'd be happy to help.

Important information relating to your application

- We will keep your personal data carefully and within the requirements of the General Data Protection Regulations. Our Privacy policy is available here: [Privacy Notice | Hope and Homes for Children](#)
- This post requires the post holder to have the right to work in the UK
- Hope and Homes for Children has a responsibility to ensure that the children it is working with are protected and kept safe from any harm resulting from their involvement with our organisation. This post may occasionally involve contact with children and/or access to personal and sensitive information about children. Therefore, the recruitment and selection process may include specific checks related to child protection issues.
- Hope and Homes for Children actively encourages equality and diversity and we look to recruit across age, gender, ethnicity and background as we believe diversity brings us closer to our mission of eliminating orphanages.

For more information about Hope and Homes for Children please visit our website at www.hopeandhomes.org.