

A woman with long braids in an orange sweater and a man in a striped shirt are smiling and gesturing while talking. Behind them is a large, stylized hourglass graphic with a white and grey color scheme.

Frontline

**Marketing Executive
External Relations
JOB PACK**

If you would prefer this read aloud, guidance is available [here](#).

OUR MISSION

Almost 700,000 children in England rely on the support of social workers each year. These children need and deserve the support of life-changing social work professionals who can empower them to achieve their full potential and help to break the cycle of trauma and disadvantage.

Frontline is England's largest children's social work charity. We're committed to ensuring a safe and stable home for all children so they can reach their full potential - no matter their social or family circumstance. Our mission is to create social change for children who do not have a safe or stable home, by developing excellent social work practice, leadership and innovation. We are creating social change by building a movement of leaders in social work and broader society as part of our Fellowship. We have ambitious aims to grow this community to 5,000 impactful fellows by 2025, and with it our fellows' ability to effect system changes that will improve the life chances of vulnerable children.

We are looking for enthusiastic individuals from a diverse range of backgrounds to join our organisation and contribute to our work to create lasting social change for children and families. At Frontline we do this while striving to achieve a culture of freedom and responsibility, and working to become a truly anti-racist organisation. Read on to find out more about our culture and what we are looking for in this role.



FREEDOM AND RESPONSIBILITY: OUR CULTURE

To achieve our best work as a charity, we need to both let go of control and expect much more of one another. If we can manage this feat, you will be surrounded by a team who can solve problems, speak with candour, communicate expectations and give one another the space and support to achieve fantastic results for children and families. This is what we call a culture of freedom and responsibility.

How do we make it happen? Freedom without responsibility results in chaos – confusion, frustration, a lack of accountability. Responsibility without freedom breeds a rigid focus on following rules and process, even when professional judgement and creativity would produce better results. It can result in people doing things right without doing the right thing. Because of this, we need to have huge levels of both freedom and responsibility. The most important word is not freedom, nor responsibility, but **and**.



DIVERSITY AND INCLUSION

Frontline is an employer that takes equal opportunity seriously and seeks to walk the talk.

We believe that the strongest performing teams have a lot of difference in them. Our employees come from a range of backgrounds and with various expertise. We are committed to anti-discriminatory practice and are actively seeking to bring people with different lived experiences into the organisation. According to our most recent demographic survey, 26% of our employees are from ethnic minority backgrounds, 17% are disabled and 20% identify as LGBTQ+.

We are committed to becoming an actively anti-racist organisation. For us at Frontline, that means proactively tackling systems and structures that perpetuate and embed racism in our society. We published a racial diversity and inclusion plan in June 2020 and have been working to deliver this since that time, which you can read more about on our website [here](#).

We have a diversity and inclusion working group that includes employees from across all teams and levels including the people team and our senior leadership team. The group leads on recommendations for improvements in this area and implements initiatives to achieve equality for all.

We are committed to taking an inclusive approach to recruitment. We use a system called Pinpoint, which helps to remove bias from the selection process by anonymising applications. We ensure all of our employees have the relevant knowledge to support these aims. We design and deliver regular workshops and training around diversity, inclusion and belonging. We are proud to have won the ENEI Best Smaller Employer Award 2020.

If you're interested in hearing more about diversity and inclusion at Frontline, please feel free to contact people@thefrontline.org.uk.



OUR BENEFITS

We know that working here is more than just a job title. Our benefits are a way of recognising employees for the important work they all do.



Community

- Employee Resource Groups (incl. LGBTQ+ Affinity Group, Black Affinity Group, family network)
- Organisational away day once a year
- Regular social activities – virtual and in-person
- Social work roles can join the Frontline Fellowship after one year of service



Family

- Enhanced Occupational Maternity, Adoption, and Shared Parental leave policies
- Partner leave
- Foster and kinship care policy – support and time off for training (up to 5 days)
- Time off for fertility treatment/IVF appointments



Flexible working

- Home-working around the needs of your role
- Flexibility around our core hours (10am-4pm)
- Mission aligned volunteering time (up to 3 days)



Learning and development

- CPD – Professional qualifications and apprenticeships
- Tailored, in-house workshops
- Coaching with qualified, professional coach



Holidays

- 25 days annual leave, plus bank holidays and office closure from 25 December to 1 January
- Holiday entitlement increases by one day every year after two years' service (up to max. 30 days)
- Buy up to five days annual leave a year



Health and well-being

- Employee Support Service – 24/7 confidential advice line and counselling
- Occupational Health support – assessments and counselling
- Life Assurance Scheme – death in service benefit of x3 annual salary
- Free eye test and flu vaccine
- Employee-led Wellbeing Action Group
- Sabbatical after 3 years' service (up to 6 months)



Pay, pension and loans

- Transparent salary structure
- Up to 8% employer pension contribution
- Interest-free bike and season ticket loan
- Interest-free deposit loan for renting or buying a new home

THE ROLE

Reports to:

Communications and Marketing Manager

Salary:

£35,994.42 (£39,266.64 inclusive of London weighting) plus competitive pension

Contract:

Full Time, Permanent

Location: Flexible, with at least one day a week attendance in our London office (twice a week from March)

Closing date:

9am, 15 September 2024

Interviews:

First round: Thursday 19 September, online via Microsoft Teams

Second round: Monday 23 September, in-person in London office

There will be a task at this stage



The role and your team:

As a marketing executive at Frontline (known internally as a marketing officer) your work will directly impact the success of the charity. You will hold responsibility for creating and optimising content across a wide range of digital channels, to attract leads, increase brand awareness, encourage engagement with our work and drive recruitment to our programmes.

Working closely with the communications and marketing manager, you will help to shape our marketing strategy, and to plan and evaluate marketing campaigns, including our Approach Social Work recruitment campaign. You will need creativity, analytical skills, and extensive knowledge of marketing channels and trends.

The communications and marketing team sits within the wider external relations division. You will work closely with your communications, evaluation, Fellowship and fundraising colleagues to achieve our wider external relations strategy. And you will use your marketing knowledge and skills to support teams across the entire charity to create engaging communications that are on-brand and achieve results.

THE ROLE

Key responsibilities:

- Coordinate, implement and evaluate multi-channel marketing campaigns to support programme recruitment and fundraising, using emails, social media, website, display ads and more.
- Write and edit copy for a wide range of audiences and contexts.
- Use content creation tools such as Canva and video editing software to create high quality content that supports wider objectives.
- Evaluate and optimise digital content, including Frontline's website, to improve performance.
- Help the communications and marketing manager to develop Frontline's marketing strategy.
- Support colleagues across the organisation to develop engaging and on-brand communications and content.
- Manage relationships with key external stakeholders, such as advertising partners and digital agencies.
- Ensure all our marketing content aligns with Frontline's values and supports diversity and inclusion.



THE ROLE

Person specification:

Experience and knowledge

- Excellent writing and editing skills are **essential**.
- A qualification in marketing, communications, or a related field, **or** relevant experience. Certifications in digital marketing are a plus.
- Significant experience of creating and delivering marketing campaigns that deliver results.
- An analytical mind, with experience of interpreting data, evaluating marketing campaigns and optimising their performance.
- Experience of using a broad range of multimedia and digital content channels.
- Excellent interpersonal communication skills, both verbal and written.
- Broad knowledge of current marketing channels and trends.
- Ability to work at a fast pace on multiple simultaneous projects.
- Strong belief in and enthusiasm for Frontline's aims and mission.

Desirable skills

- Design software, such as Canva or Adobe Creative Suite.
- Video and photography (including editing).
- Wordpress or other website content management systems.
- Google Analytics and Hotjar.
- Knowledge of best SEO practices and tools.

We believe that diversity makes for a stronger team and want our organisation to better reflect the communities we serve. Therefore, we are actively seeking applicants from racialised minority backgrounds for this role. We are also a disability confident employer and welcome applicants with disabilities. We ensure a diverse shortlist for all our roles when prompted, we encourage you to share this information with us if you feel comfortable to do so.

Please let us know how we can make the recruitment process more accessible for you by emailing People@thefrontline.org.uk.



THE ROLE

You may not have all of the experience or skills listed in this job pack but don't let that automatically put you off applying. If you have relevant experience and feel you would be a good fit for this role, we'd love to hear from you.

It is important to us that you are aligned with our values and committed to:

- working to deliver our [mission](#) and helping achieve our vision
- working towards our organisational goal of creating 4,000 impactful fellows by 2025
- creating a culture of freedom and responsibility
- actively dismantling discrimination in your role

Requirements of the role:

- Right to work in the UK

How to apply:

If this sounds like the right role and organisation for you, please apply by following this [link](#).

Please note that we reserve the right to close all roles early if we experience a high number of applications. If you think the role is a right fit for you, please apply as soon as you can.

Want to find out more?

Please contact:

Richard Les, Communications and Marketing Manager

richard.les@thefrontline.org.uk

