

Digital Marketing & Events Officer, National Leaving Care Benchmarking Forum

Job Description and Personal Specification

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| Job title: | Digital Marketing and Events Officer |
| Place of work: | Home-based, with regular travel to national events and meetings |
| Hours of work: | 30 hours per week, fixed term 9 months maternity leave cover |
| Salary/Grade: | Practitioner, Operations |
| Reports to: | National Leaving Care Benchmarking Forum Manager |
| Level of screening: | Enhanced DBS |

Who we are

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. We call these our '3Ps'.

We achieve this in two ways. Firstly, we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

Where you fit in

The National Leaving Care Benchmarking Forum (NLCBF) is run by Catch22 and brings together over 130 local authority leaving care services. The vision of the Forum is to improve support and services for care experienced young people. We do this through supporting member local authorities through events, networks and a members' website; influencing national policy and through raising the voices of care experienced young people through the Young People's Benchmarking Forum (YPBMF).

We are recruiting a Digital Marketing & Events officer to play a key role with;

- 1) Communicating to NLCBF members and raising the profile, reach & impact of our work externally through social media and the NLCBF website.
- 2) Ensuring the delivery of high quality hybrid events and the creation of post event resources.

This is a really exciting time for the NLCBF as we seek to increase the reach and impact of our work at a key time in the leaving care world, with the opportunity to influence both local and national policy and practice.

Main Duties & Accountabilities

- Create regular engaging social media content across NLCBF's social media platforms.
- Engage with Young People's Benchmarking Forum to identify social media channels and content to increase their reach.
- Work with the central Catch22 communications team to ensure messaging is aligned.
- Monitor engagement across NLCBF's social media platforms and website and create regular reports.
- Collate and upload content to the NLCBF members and external website, in particular news stories, research updates and forum updates
- Ensure the NLCBF external website is kept up to date.
- Work with sessional workers and YPBMF to create engaging videos/podcasts which amplify the voices of care experienced young people.
- Campaigns – Design images and write content that can be used to support specific campaigns for care experienced young people.
- Support the development of a communications plan and implement this to raise the profile of the Forum's work.
- Keep NLCBF Events calendar on members and external website up to date.
- Set up Hopin events – for online access to events – and support online attendees at events.
- Create bi-monthly YPBMF newsletter in collaboration with Co-production Engagement Lead and Sessional workers.
- Create post event resources through video and audio editing and upload these to members' website
- Review online experience of events to determine what went well, what didn't and implement improvements for future events
- Where directed, liaising/communicating with outside agencies/organisations or other local authority services/departments to support the work of NLCBF
- Being willing to travel national for events
- To comply with Health and Safety and Safeguarding policies and procedures
- To carry out such other relevant duties, as may be required and as are commensurate with the nature and grading of the post.

What does good look like for this role?

- Local Authority members receive clear communication about events, news, opportunities and research updates.
- Clear information on the work and developments of the forum is visible to partner agencies.
- High quality and engaging videos/podcasts are created that can be used to amplify the voices of care experienced young people
- People attending online NLCBF events benefit from engaging, interactive events.
- Able to form strong working relationships with key staff and volunteers

- Able to organise and plan events effectively, ensuring they are delivered to a high standard and meeting deadlines.
- Able write effective and compelling text for a variety of platforms and audiences (e.g. social media, website, event advertising etc)
- Able to work closely with the wider NLCBF team to maximise the impact of our work

Organisational Relationships

This role reports to the National Leaving Care Benchmarking Forum manager. The project sits within Catch22's Young People, Families and Community Hub.

This role is part of team of 6 people who are all home-based across the country. They meet in person for monthly team meetings at a central location and for regular events.

The successful application will work closely with Catch22's central communications team and person can draw on their support around video editing, podcasts, design etc.

| Job Title: Person Specification | | | |
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| COMPETENCY | ESSENTIAL | DESIRABLE | ASSESSMENT |
| QUALIFICATIONS | Hold a marketing and communication qualification, or equivalent experience | | Application |
| KNOWLEDGE | <p>Knowledge of website editing platforms (eg. Wordpress)</p> <p>Knowledge of key virtual events platforms,</p> | <p>Understanding of needs and issues relating to young people leaving care</p> <p>Video editing experience</p> <p>Design experience</p> <p>Experience of running events</p> <p>Understanding of safeguarding policies and procedures</p> | Application and interview |
| EXPERIENCE | <p>Experience planning events</p> <p>Experience of communicating effectively with a range of audiences</p> <p>Experience of using social media in a professional capacity</p> <p>Experience of managing projects using a range of tools and tactics</p> | <p>Experience of working with care experienced young people</p> <p>Experience using Ring Central event platform</p> | Application and interview |
| SKILLS & ABILITIES | Ability to work well under pressure | | Application and interview |

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| | <p>Ability to work on own initiative and quickly grasp complex issues</p> <p>Able to develop and maintain strong relationships</p> <p>Highly organised</p> <p>Excellent copywriting skills and strong attention to detail</p> <p>Ability to present complex information in an accessible way</p> <p>Good interpersonal skills</p> <p>Excellent IT skills</p> | | |
| <p>OTHER</p> | <p>Share Catch22 values</p> <p>Awareness of and commitment to Equality & Diversity</p> <p>Desire to develop and undertake training as required</p> <p>Ability to work flexible hours, that could include evenings.</p> <p>Ability to travel nationally and stay overnight, to support national events and meetings.</p> | | <p>Application and interview</p> |