



Communications and Marketing Manager

Job Description

Job Title:	Communications and Marketing Manager
Purpose:	Develop and manage Parent-Infant Foundation's external communications function, securing positive coverage of the organisation's work and views, the voices of babies and families supported through parent-infant teams, and reaching (our predominantly b2b audiences) more practitioners and policymakers with our communications and campaigns across our channels and platforms.
Tenure:	Two years
Principle relationships:	All staff, trustees, and the Parent-Infant Teams Network
Time Commitment:	3 days per week (24 hours) – can be worked flexibly across the week
Salary:	Between £30K-£35K per annum (£18-£21,000 pro rata) depending on experience
Place of work:	Home-based within commutable distance from London. In normal, non-Covid times, this role requires regular travel to London and occasional travel across the UK. At the time of recruitment, no travel is currently required but this will change as restrictions and normal working patterns resume post-Covid. All applicants must be UK residents.

Job Summary

An opportunity has arisen for a skilled, dynamic, and inspiring communications and marketing manager to join the Parent-Infant Foundation. We are an expanding organisation, supporting the growth and quality of parent-infant relationship teams across the UK through

collaborative leadership within the infant mental health sector, and campaigning for policy change at a national level. In the last year we have launched our new brand and website, had a successful Infant Mental Health Awareness Week and national conference, seen continued growth on our social media channels and have been building stronger connections with the network of parent-infant teams around the UK. We want to do more, better and with increased impact to achieve our mission, so that all babies and their carers needing relationship support can access it.

You will want to build on our recent successes and newly created communications strategy to share the value and work of parent-infant teams and why they are needed. Working with our small staff team, network of parent-infant relationship teams across the UK and families having received their support, we want you to further increase our brand awareness and help us lead change in the field of infant mental health with our predominantly professional audiences. Our focus is strongly oriented towards achieving real-world change, through influencing policy, evidence-based practice, and sector best practice.

We are looking for a talented and experienced individual who can raise our profile and deepen our engagement with the first 1001 days sector, our network, and policymakers at local and national levels. As well as being confident and competent in delivering creative and engaging content across digital platforms, you must also be well versed in preparing compelling stories and content, bringing to life our work and that of parent-infant teams. The role crosses all functions and work areas – it requires agility and creativity – but the main focus will be telling the story of the work of specialist parent-infant relationship teams and the babies they work with, the Parent-Infant Foundation and the First 1001 Days Movement through appropriate and relevant channels in a way to engage our audiences and inspire change. We are aware that parent-infant work doesn't reach all the communities that might want or need support and so we are interested in hearing from passionate, curious people across cultures, genders, ethnicities, and lifestyles to help us reach all communities.

This role provides an opportunity to develop and grow the communications function within a small organisation and combines both strategic direction and direct delivery. It is home based, with flexibility in hours, making it perfect for an established communications professional who is looking for a flexible role that still provides plenty of challenge and opportunity.

We are a small and agile team who are all home based around the UK. Being a compact team, and remote workers, you must be able to work independently and be proactive, innovative, and adaptable.

Key roles and responsibilities

Strategy

Develop and deliver the Foundation's communications strategy and activity to help us achieve our strategic goals

Analyse and report on the Foundation's marketing and communication results

Prepare and manage the communications budget

Digital

Manage the Parent-Infant Foundation (Wordpress) website, keeping it current, engaging and informative

Continue to grow our social media reach and with the team and our network, source/generate content for their digital marketing

Monitor, track, report and illustrate analytics from our social media channels, and be able to interrogate the analytics to improve our content, presence and reach to target (predominantly b2b) audiences

Build our brand awareness, promote income generation, communicate programmes, activities, and our impact

Work with the team to write and design compelling and proactive communications using a variety of media as appropriate

Print media

Manage the design, development and production of the organisation's publications (e.g. Annual Report, policy publications and dissemination materials) and other print based media as required

Support and capacity building

Promote and protect the Parent-Infant Foundation and First 1001 Days brands and ensure all channels are consistently on brand/message

Work with parent-infant relationship teams and the families they support to help them tell their stories via different mediums including developing a comprehensive bank of case studies, photos and videos

Ensure colleagues have the design, communications and marketing support that they require

Deliver branded digital content and materials to support the work of Parent-Infant Foundation and its network of specialist services

Manage and deliver public and private events such as roundtables, conferences, network events and seminars

Recruit and manage volunteers or interns as required

Campaigns

Support the Head of Policy and Campaigning to deliver multi-channel integrated communications campaigns

PR

Identify and secure opportunities for proactive and reactive media coverage, including developing and managing relationships with journalists, horizon scanning and undertaking media monitoring

Work with the team to plan and launch media activity at key times (eg. report launches, infant mental health awareness week)

Draft press releases and quotes and prepare spokespeople for media appearances (staff and families with lived experience)

Deal with reactive media calls

GENERAL REQUIREMENTS:

Attend monthly team meetings (currently virtual).

Very rarely, there may be a need to work at weekends or evenings in order to fulfil the duties within a flexible working timetable (TOIL will be provided in line with our policy).

Required experience and skills	Essential	Desirable
<ul style="list-style-type: none">• Experience of developing communications strategies• Highly proficient in using digital communication channels and tools including social media and web techniques and systems to monitor and maximise digital engagement. Confident and competent use of Wordpress and Twitter essential, with experience of tools like Tweetdeck or Hootsuite a must. You will also be experienced in using social media analytics to develop your activity• Experience and competent in design skills and use of a relevant package i.e. Canva, InDesign, Photoshop etc.• Development of audience specific newsletters and updates (Mailchimp or similar package knowledge essential)• Proficient in office based packages (we use Microsoft Office365)• Coordination and development of communication assets such as print, podcasts, video or other visual content with external partners	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p>

<ul style="list-style-type: none"> • Experience of proactive and reactive media relations, including preparing press releases, with an understanding of how to shape the news agenda • Strong written and verbal communication skills with excellent attention to detail • Ability to interpret complex issues and communicate these in a compelling way to a wide range of audiences • Experience of working with a charity's beneficiaries/supporters. Experience of working in the early years or mental health sector is desirable • Able to develop collaborative working relationships at various levels of seniority • A team mentality with the ability to work independently • Excellent organisational, time management and prioritisation skills with the ability to take the initiative • A commitment and enthusiasm for our charity's work • Management experience • Understanding of the dynamics of working in a small, remote-based organisation 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓
---	---	---

This post and its role requirement will develop with the needs of the charity.

Closing date is 10am on Monday October 5th 2020.

Please submit a maximum two-page CV alongside covering letter (no more than two pages in length) as application outlining your experience with relevant examples to show how you meet the skills we are seeking. Please provide both documents as pdf files.

Our commitment to diversity and inclusion

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

Interviews will be taking place virtually, using a video calling app (Zoom). If access to technology/WIFI is difficult for you, please get in touch with us so we can assist in making suitable arrangements.

The Parent-Infant Foundation is committed to diversity and inclusion, and to building a culture where every staff member is recognised and valued as an individual. We are currently

not a diverse charity but we are committed to become one and are on the start of our journey to better diversity and inclusion, and we welcome feedback on how to do better. We actively encourage applications from a broad range of experiences and backgrounds.

Successful appointment to this post will be subject to satisfactory references.

Interview dates:

First stage: Oct 13th and Oct 14th

Second stage: Oct 20th.