Job Description: **Marketing Officer**

# Background of post

Over recent years The Breastfeeding Network significantly increased our marketing and social media work and reach. We are keen to continue this work with powerful marketing campaigns and wider influencing activity.

The post of Marketing Officer will help design campaigns that promote our reach, help share and raise knowledge of breastfeeding and peer support in a clear and non-judgmental way and help grow our target supporter base.

# Duties

* Work with the CEO, Central Support Manager, Social Media and Communications Officer, NBH Manager and others to plan, develop and implement relevant marketing strategies and inspiring campaigns to increase awareness of the organisation and its services among target audiences and to affect wider influencing
* Support the development of a network of local communications, marketing and influencing focal points in BfN’s services, working closely with the Social Media and Communications Officer
* Support programme and service teams to develop local and service-focused marketing initiatives, and increase their targeted influencing and networking activities
* Working with the Social Media and Communications Officer and programme staff, gather evidence, case studies and other content for marketing, communications and campaigns activity from BfN programmes
* Scope and maximise opportunities for developing BfN marketing products and online Shop to generate funds and raise awareness of the organisation
* Develop campaigns or materials to promote the Friends of BFN, Friends of DIBM and Breastfeeding Friendly schemes working closely with Central Support
* Work with the Central Support and Communications colleagues to maintain and develop the BfN website and ensure that all areas of the site remain current and relevant
* Support the planning and delivery of events, such as the annual conference, providing assistance with design, marketing, promotion and other tasks as required for the audience and objectives
* Assist as required with marketing of income-generating training courses to commissioners and individuals
* Support the Social Media and Communications Officer with the collation of material, editing and production of the BfN News e-newsletter four times per year
* Work with the Central Support Manager, Communications team and others to implement BfN’s national fundraising and awareness raising campaigns
* Work with the CEO, Communications Team and Information Officer to identify and create content to support our national influencing and campaign work
* Work with the Central Support Manager and others to help demonstrate our impact and relevance through engaging and effective messaging and storytelling
* Assist the Social Media and Communications Officer to manage social media accounts so BfN continues to support parents and share relevant information while identifying new opportunities to expand reach
* Work with the Communications Team to develop methods of evaluating the effectiveness of marketing work
* Contribute to quarterly activity and reach reports to be shared with the CEO, management team and board
* Maintain data confidentiality at all times and fully comply with the requirements of the GDPR and Fundraising Regulations
* Understand and comply with legal requirements and BfN Policies
* Undertake relevant training to develop relevant individual knowledge and organisational performance
* Keep up to date with marketing trends and help to identify new opportunities for promotion and growth
* Other responsibilities as reasonably required by line manager, CEO and Board

Person Specification: **Marketing Officer**

**Please refer to this document carefully when completing your application form and preparing for your interview. You must demonstrate how you meet the criteria on your application form.**

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| **Qualifications** | **Essential** | **Desirable** |
| Standard Grades/GCSEs in English and Mathematics at grade C or above  A qualification in Marketing |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
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| Relevant experience of working in a marketing, fundraising or communications role  Experience of graphic design, content creation and basic copywriting |    |  |
| Experience of working in a health or community setting in paid or volunteer capacity |  |  |
| Experience of considering the implications of the needs and priorities of diversity and equality for communications |  |  |
| Knowledge and understanding of importance and application of the BfN Code of Conduct |  |  |
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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in English |  |  |
| Ability to provide information in a clear, accessible and non-judgemental fashion |  |  |
| Ability to organise and manage work independently |  |  |
| Ability to work effectively as part of a team |  |  |
| Excellent interpersonal and communication skills |  |  |
| Proven ability to work with people from a diversity of different cultures and backgrounds and to ensure that marketing materials are inclusive and representative |  |  |
| IT skills including social media, design packages including Canva, communication tools such as Mailchimp, WordPress and Microsoft Office |  |  |
| Able to set up, manage and develop interesting, relevant and eye catching content and marketing materials |  |  |
| Ability to maintain records and write reports |  |  |
| Awareness of and commitment to equal opportunities |  |  |

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| **Personal qualities** | **Essential** | **Desirable** |
| Understanding of and commitment to the core values of the Breastfeeding Network.  Empathy with the needs of the charity’s beneficiaries and volunteers  Understanding and insight into the needs of new parents especially as this links with supporting breastfeeding and infant feeding and the implications for communications and marketing  Evidence of a commitment to Equality and Diversity in previous work/volunteering activity  Commitment to confidentiality |          |  |