



Role Profile

Fosterline Marketing and Communications Officer

Role Details:

Department:	Marketing and Communications	Team:	Marketing and Communications
Reports to:	Head of Marketing & Communications	Responsible for:	N/A
Contract:	Fixed-term (12 months)	Hours:	Part-time, 14 hours per week
Salary Range¹: (+ London weighting added if eligible)	£12,800 - £14,800 (FTE £32,000 - £37,000)	Salary Band:	G
Base Location: (London, Cardiff, Belfast, Glasgow or home)	Hybrid: can be based in any of the four offices or from home. Occasional travel to London required	DBS Check Required?	N
Budget Holder?	N	Policy Owner?	N

Core Purpose:

The Fostering Network are seeking a creative and driven Marketing and Communications Officer to join our team on a part-time basis to help promote Fosterline, the go-to resource for foster carers and those considering fostering.

Primary Objectives:

Your role will be to plan, implement and deliver digital marketing plans and activity, to increase awareness and engagement with Fosterline. You will ensure consistent operation, quality and relevance of Fosterline's website and other digital properties, delivering a best in class user experience and content plan. Ma

Responsibilities:

- Develop and implement comprehensive digital marketing strategies to drive engagement and audience growth.
- Manage the website and social media channels to maximise online presence.

¹ Please note our policy is to offer at the bottom of the salary band for new starters.

- Monitor and analyse the effectiveness of marketing campaigns and strategies.
- Create engaging content for online platforms.
- Collaborate with the marketing team to align digital strategies with overall marketing goals.
- Keep up-to-date with the latest digital marketing trends and technologies.
- Manage SEO and SEM campaigns to drive online traffic.
- Report on digital marketing activities and make recommendations for improvements.

Team Working:

- Work closely with the Marketing and Communications and the Fosterline teams to ensure that plans and priorities align with wider organisational plans and strategies
- Effectively represent the team and actively contribute at internal meetings and external events.
- Understand and adhere to The Fostering Network’s policies and practices
- Engage with and demonstrate commitment to The Fostering Network’s mission, vision, values and strategy
- Proactively engage with the performance development approach, taking responsibility for seeking appropriate development opportunities and taking part in learning.
- Take a relationship-based approach to your work, understanding that creating positive relationships with our internal and external stakeholders is central to achieving our objectives
- Undertake any other duties appropriate to the level in accordance with agreed procedures and guidelines.

Main Stakeholders

In addition to their immediate team, this role-holder will particularly work with:

Internal	External
Assistant Director of England Fosterline support team	Department for Education External design agency

What we’re looking for:

Essential Knowledge, Experience & Qualifications

- Proven experience in a similar digital marketing role.
- Strong knowledge of digital marketing tools and techniques, including SEO and SEM.

Essential Skills & Attitudes

- Excellent written and verbal communication skills.
- Ability to create engaging content for online platforms.
- Strong analytical skills to evaluate the effectiveness of marketing campaigns.
- Commitment to maintaining the confidentiality of information held by The Fostering Network
- Commitment to Equality, Diversity and Inclusion
- Commitment to The Fostering Network’s mission, vision and values

Desirable

- Care experienced and/or lived experience of foster care