



Communities where children
& young people **thrive!**

JOB DESCRIPTION

Section: Child Dynamix - Core Services

Post: PR & Marketing Manager

Reporting to: Co-Leader/Core Services

Salary: SCP 25-28

PURPOSE: To lead on PR, Marketing and Fundraising working collaboratively with the Co-Leadership team to raise awareness of the Charity's services, engage new audiences and strengthen our brand. You'll lead campaigns, manage media relations, oversee digital content and support fundraising efforts with compelling communications.

PRINCIPLE ACCOUNTABILITIES

- Develop and implement PR strategies to enhance the charity's visibility
- Write and distribute press releases, feature articles and case studies
- Monitor media coverage and report on PR impact
- Plan and execute marketing campaigns, including fundraising and awareness drives
- Work in partnership with internal stakeholders to develop marketing materials and communications
- Create and manage promotional content across digital and print platforms
- Ensure consistent branding and messaging across all areas
- Manage social media accounts
- Create content calendars and oversee scheduling and engagement
- Monitor performance metrics and optimise content for reach and engagement
- Support the upkeep and development of the charity's website
- To lead on events both internal and external
- To manage the protocol and procedures for all images used on behalf of the charity

GENERAL:

1. The main duties/responsibilities are not too exhaustive and may vary without changing the character of the job or the level of responsibility
2. The role will involve having access to information of a confidential nature, which may be covered by the Data Protection Act. Confidentiality must be maintained at all times
3. The post holder must be flexible to ensure the operational needs of the Child Dynamix are met. This includes undertaking duties of a similar nature and responsibility as and when required
4. Equal Opportunities – Child Dynamix Company Limited is fully committed to the active promotion of equal opportunities as an employer and in the provision of all its services. It is the responsibility of every member of staff to ensure the practical application of this policy
5. Health & Safety – The Health & Safety at Work Act (1974) and other associated legislation places responsibilities for Health and Safety on all employees. Therefore, it is the post holder's responsibility to take reasonable cares for the Health, Safety and Welfare of him/herself and other employees in accordance with current legislation and the Child Dynamix Company Limited Health and Safety Policy

Environmental commitment – Child Dynamix is committed to establishing and maintaining high standards of environmental protection and undertakes to be a responsible steward/guardian/protector of the environment. All team members are jointly responsible for minimising any adverse impacts on the Child Dynamix operations on the environment and wherever feasible, must use resources to meet today's need in a manner which does not adversely affect the environment or compromise the ability to meet the needs of future generations.

Health & Safety - responsible for ensuring the safety of clients, staff and self in accordance with the Health & Safety Policy and Procedures of the organisation and current legislation

Customer Care - responsible for fielding customer issues and ensuring that they are dealt with in accordance with the customer care systems and policies

Equal Opportunities - responsible for ensuring that all customers, clients and staff are treated in accordance with the policies and procedures of the organisation.

	Essential	Desirable	How Identified
Qualifications	Degree or equivalent professional qualification in marketing, media writing, journalism or a related communications field	CIM membership	Application and at Interview with a request for certificates.
Knowledge & Experience	<p>Minimum 1 year's work experience in PR, communications or marketing</p> <p>Experience of producing accurate but engaging copy for a range of media outlets</p> <p>Solid understanding of GDPR</p> <p>Familiarity with SEO or Google analytics</p> <p>Confidence in dealing with media, internal and external stakeholders</p>	<p>Experience of working in the non-profit or public sector</p> <p>Experience of working in a busy organisation working on multiple projects</p> <p>Experience of CRM systems</p>	<p>Application form</p> <p>Interview</p> <p>References</p>
Skills	<p>Excellent written and verbal communication skills</p> <p>Proficiency with social media platforms and basic digital marketing tools (e.g., Mailchimp, Canva, WordPress).</p>		<p>Application form</p> <p>Interview</p> <p>References</p>

Interpersonal Social & Communication skills	<p>Ability to work in partnership with a range of organisations, maintaining and developing relationships.</p> <p>Ability to communicate well with all age groups</p> <p>Ability to present information to a group in a clear and coherent way.</p> <p>Ability to adapt information appropriately to differing abilities.</p> <p>Ability to use own initiative and work as part of a team.</p> <p>To be honest, approachable, warm and friendly.</p>		<p>Application form</p> <p>Interview</p> <p>References</p>
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This Job Description and Person Specification conveys a full and accurate description of the job:

Confirmed By: _____ Co Leader

Accepted By: (Print Name) _____ Post Holder

Signature of Post Holder: _____

Date _____

Child Dynamix is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.