



Routeways Centre Limited

JOB DESCRIPTION 2024

Employer:	Routeways Centre Limited
Job title:	Digital Content and Marketing Lead
Salary:	From £25,000 Dependant on Qualifications and experience (Freelance and self-employed arrangements considered)
Hours:	37 hours per week, flexible working available (Possibilities for 30 hours per week) Full-time, permanent position
Responsible to:	Deputy Chief Executive
Work location:	Devonport Park Activity Centre, Fore Street, Devonport, PL1 4BU
Purpose:	To lead on the development and implementation of the marketing strategy for the organisation. To lead on the marketing of Childcare opportunities across the city. To oversee the brand identity and awareness of the organisation.

Main Functions of the Job Role

1. Day to day oversight of the digital content for the organisation including Website, social media and digital literature.
2. Supporting childcare businesses to access/develop and use websites and social media platforms
3. Administering a social media and marketing campaign targeted at parents/carers to improve communication with parents and to provide advice on use of Universal Credit and Tax- Free Childcare.
4. To liaise and support staff with promotion of activities, events and information ensuring consistency across platforms.
5. To promote childcare opportunities and developments from across the city's providers and ensure the information is received by the key stakeholders.
6. Maintain and ensure appropriate marketing resources are available and up to date for use.
7. To oversee the Social media sites for the organisation to promote our work and activities.
8. Create innovative and exciting materials and digital designs to promote the organisation and associated campaign materials.



Main Duties and Responsibilities

1. To manage day to day oversight and implementation of all outward communication via digital channels.
2. Collation, distribution and management of all inbound communications via media platforms ensuring a timely response to enquiries.
3. Ensuring consistent and high quality branded materials and promotional items to create a better and wider understanding of the organisation across the city.
4. Collate and share reports of the impact and reach the various platforms have had, devising new strategies and techniques from the data to expand reach further.
5. Advertise and share the full range of Childcare and wraparound provisions across the city, highlighting areas where there are vacancies and new provisions available.
6. Working with partners and local authority to adapt and develop advertising strategies to promote childcare opportunities and developments.
7. Identify and develop alternative strategies to ensure a wide range of parents and stakeholders are aware of the opportunities of childcare that are available.
8. Maintaining and updating the organisations website and digital presence, ensuring it is fit for purpose, accessible and engaging to all users.
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Additional Duties

It is the nature of work within Routeways Centre Limited that tasks and responsibilities are in many circumstances unpredictable and varied. All employees, therefore, are expected to work flexibly when the occasion arises so that tasks that are not specifically covered in their job description are undertaken. These additional duties will normally be to cover unforeseen circumstances or changes in work and will normally be compatible with the regular type of work. If the additional responsibility or task becomes a regular or frequent part of the employee's work, it will be included in the job description in consultation with the post holder.

Person Specification

	<u>Essential</u>	<u>Desirable</u>
Attainments:		
a) Educational	Educated to A level or equivalent	Professional Marketing Qualification
b) Occupational experience	Minimum 3 year's practical experience of working as a professional marketer.	Knowledge of or an understanding of Childcare sector

	<p>Experience of a broad range of marketing techniques Sound IT skills</p> <p>Experienced in dealing with media</p> <p>Experience of project management and inter-agency working</p> <p>Experience of working with either statutory agency or voluntary sector</p> <p>Experience of influencing and persuading others and negotiating to reach agreed ways forward</p>	<p>Experience of web site design</p>
<p>General Qualities</p>	<p>Demonstrable ability to approach issues at a strategic level</p> <p>Excellent communication skills</p> <p>High level negotiating and presentation skills</p> <p>Able to ask and answer challenging questions</p> <p>Proven ability to transfer skills</p> <p>Able to take into account different perspectives and concerns</p> <p>Thorough appreciation of unfair discrimination and commitment to equal opportunities</p>	

<p><u>Disposition</u></p>	<p>Confident, outgoing personality</p> <p>Able to relate well to people from wide variety of backgrounds and sensitive to different needs</p> <p>Non aggressive, non confrontational but assertive as appropriate</p>	
<p>Specific Aptitudes</p>	<p>Able to:</p> <ul style="list-style-type: none"> • Make things happen • Work under pressure • Establish, develop and maintain good working relationships with those from across sectors, colleagues and the wider Plymouth community. 	
	<p>Flexible and innovative approach and able to work on own initiative</p>	