



EARLY YEARS ALLIANCE
50 FEATHERSTONE STREET LONDON EC1Y 8RT

Registered as an Educational Charity

JOB DESCRIPTION

JOB TITLE:	Children's Services Marketing Assistant
BASED:	England, Home based role
DEPARTMENT:	Children's Services
RESPONSIBLE TO:	Deputy Director
RESPONSIBLE FOR:	None

JOB PURPOSE:

To develop and implement a marketing strategy which increase the profile of our early year's settings. To work with the Business Support Manager to increase occupancy, visibility of job vacancies and the promotion of our early year's settings. To actively contribute to the successful delivery of the Charities strategic and operational plan.

SAFEGUARDING REQUIREMENT:

The Early Years Alliance is committed to safeguard and promote the welfare of children and young people. It is a requirement of all staff that they share this commitment and follow the prescribed policy and procedures to continuously promote a culture of safeguarding across the whole organisation.

MAIN DUTIES:

1. To develop and implement the Alliance's marketing strategy for our early years settings and achieve occupancy targets.
2. To ensure that the marketing strategy is understood by Early Years Managers, and they are supported to implement the strategy locally.
3. To coordinate marketing activities that increase awareness of the Alliance's early years offer.
4. To increase quality of and visitors to the settings website and www.daynursery.co.uk
5. Ensure that social media accounts are active and relevant and high quality
6. To support with the advertising and promotion of vacancies for Alliance Early Years settings.



7. To be responsible for the centralised enquiry system and that the system results in higher conversion rates and increase in occupancy in the Alliance Settings.
8. Organising and attending events to support business growth.
9. To support Early Years settings with tailored marketing strategies, liaising with other stakeholders to ensure timely delivery and accuracy of materials produced.
10. To take responsibility for evaluating the effectiveness of marketing initiatives against targets and produce reports as requested.
11. To upload relevant information to the Children's Services databases.
12. To co-ordinate all corporate early years related publicity material.
13. To implement marketing initiatives within budget
14. To undertake all marketing tasks in line with the Alliance's values, brand and style guide.
15. To attend and convene meetings as necessary.

EQUALITIES:

The post-holder must be aware of and respect difference and ensure that children have equality of access to opportunities to learn and develop. They must have an understanding of and commitment to equality of opportunity and anti- racism issues.

POLICIES AND PROCEDURES:

The post-holder must be aware of and comply with all the charity's policies and procedures including those relating to: bribery and corruption, child protection, confidentiality, data protection, health & safety, security and signing agreement and contracts and financial and follow correct reporting procedures.

HEALTH AND SAFETY:

The post-holder must be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection; and follow correct reporting procedures.

This job description is not an exhaustive list of duties and you will also be required to carry out any other duties which may reasonably be required of you in accordance with the needs of the Early Years Alliance. You are also required to be flexible and adaptable with respect to your role.

PERSON SPECIFICATION:

Essential Criteria

1. Proven experience of supporting and implementing successful marketing strategies or campaigns.

2. Strong communications experience, including the use of digital media.
3. A Foundation Certificate in Marketing/Digital Marketing.
4. Excellent interpersonal, oral and written communications skills.
5. Ability to work within set budgets.
6. Ability to use Microsoft Office suite (Word, Excel PowerPoint, Outlook) and Internet Explorer or equivalent.
7. Ability to use a cloud-based storage system.
8. Knowledge of how to prioritise the work that will deliver the most effective returns.
9. Ability to work independently, efficiently and on your own initiative.
10. Ability to prioritise workload to meet deadlines and targets.
11. Experience of and ability to work collaboratively with team members and a range of partners and volunteers.
12. Understanding and commitment to safeguarding children and vulnerable adults.
13. Understanding of and commitment to diversity and equality.
14. Able to travel across the country and attend occasional evening and weekend meetings.

Desirable Criteria

1. Experience of marketing in the voluntary sector.
 2. Certificate in Professional Marketing or commitment to complete.
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TERMS & CONDITIONS:

Grade: 3A
Salary range: £24,468 to £27,662 per annum (pro rata based on actual hours)
Hours: 17.5 hours per week
Allowances: 26 days annual leave plus 8 bank holidays
Benefits: Company pension and regular access to training and development opportunities.

This post is exempt from the Rehabilitation of Offenders Act (1974) and does require a Disclosure and Barring Service check. Applicants must be prepared to disclose any convictions they may have and any orders which have been made against them. The level of this check is enhanced.

Pension: The table below shows what the base contributions are. You can also choose to give more than the minimum amount should you wish.

Date effective	Employer minimum contribution	Employee minimum contribution	Total minimum contribution
6 April 2019 onwards	3%	5%	8%

JOB DESCRIPTION SIGN OFF

Date issued by Manager:

Name:

Signature:

I confirm that I have received a copy of this job description and have had any questions about it answered.

Name of post holder:

Signature:

Date: