

# befriend a child



*turn a frown upside down*

## **Senior Marketing and Communications Co-ordinator Recruitment Pack 2025**

**befriend a child**



*turn a frown upside down*

## **About Befriend a Child**

At Befriend a Child we believe every child deserves a happy childhood and is given the best chance in life to thrive.

We are a local charity which supports children and young people growing up in challenging life circumstances in Aberdeen and Aberdeenshire by providing 1:1 befriending and mentoring programmes. At the heart of what we do are committed and passionate volunteers who are trained and supported by our experienced staff team. Through providing a positive adult role model and positive life experiences our volunteers help children and young people build confidence and self-esteem as well as develop new life interests and skills. In time this can have a transformational effect and allow the child to deal positively with their challenges and help them to build resilience, grow and thrive.

In addition to our befriending and mentoring programmes, we host three youth clubs in local communities across Aberdeen. These sessions provide an opportunity for socially isolated youngsters to build confidence around their peers in a safe and fun environment. We also work with befriended and mentored children's families who are struggling with the cost of living and social isolation where they need practical and focused support. Our Family Support Project supports families to enable them to reach a point where they feel they can independently manage areas of their life that are causing a critical impact on the family.

Each year we support over 250 children and work with around 270 volunteers. Our work has been recognised through several awards including The Queen's Award for Voluntary Service, Befriending Network's Quality in Befriending Excellence Award, Scottish Mentoring's Project Award and Investing in Volunteers' Award. Our team are committed to delivering excellence to the children, families and volunteers we support and in 2024 we won Team of the Year at the Celebrate Aberdeen Awards.

2025 is our 50<sup>th</sup> Anniversary year which makes it a particularly exciting year to join Befriend a Child.

[www.befriendachild.org.uk](http://www.befriendachild.org.uk)

Registered charity number: 005467



## **Job Description**

Job title:	Senior Marketing Co-ordinator
Reports to:	Head of Fundraising and Marketing
Direct reports:	None
Salary:	£25,000 – £29,000
Hours:	Full time (37.5 hours per week)

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The aim of the Marketing and Communications role is to raise the profile of Befriend a Child and ensure a consistent clear message reaches our key stakeholders including beneficiaries, volunteers, donors and the public.

The Senior Marketing and Communications Co-ordinator will lead on developing, implementing and evaluating multi-channel marketing campaigns and events that have defined targets and outcomes. These campaigns and events will promote our work and our fundraising products to both existing and potential supporters as well as achieve targets set. The role will provide marketing expertise, support and collateral to colleagues across the organisation and will be the guardian of the charity's brand identity.

### **MAIN RESPONSIBILITIES**

#### **Overall**

- Work with the Head of Fundraising and Marketing to develop, implement and evaluate an integrated Marketing and Communications strategy to support the charity's strategic plan and objectives
- Develop multi-channel marketing campaigns with defined targets and outcomes including raising profile, fundraising and volunteer recruitment
- Analyse marketing and communications activity and provide regular status reports
- Manage external consultants and agencies eg marketing, design and print
- Lead and develop one of our flagship events to achieve fundraising target

#### **Communications**

- Manage the charity's brand identity and ensure consistency across the organisation
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Work with Operations team to ensure development of case studies and stories for communications across all media
- Maintain photography library

## **Promotional Literature and Newsletters**

- Create content for and design marketing collateral eg information leaflets and packs, posters and invitations
- Lead on the copy-writing and creation of materials for the Operations team
- Lead on copy-writing and developing key publications including Annual Report
- Coordinate the design and print of marketing materials, negotiating preferential print and production costs where necessary to make best use of budgets
- Design, copy-write and produce regular newsletters to promote operations activities, events and other key information to volunteers, supporters and staff

## **Digital Communications and Marketing**

- Take responsibility for maintenance of the website, including generating content, making improvements to functionality, maximising its potential and monitoring its performance
- Manage and expand social media presence, sourcing and sharing newsworthy information from across the charity and overseeing content creation including images, video and infographics
- Maintain an up to date knowledge of digital marketing/social media trends

## **Publicity and Media**

- Increase the organisation's profile across media, and with influencers and organisations
- Develop relationships with target media representatives
- Write press releases, articles and statements
- Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics

## **Internal**

- Enhance communications with colleagues and develop an understanding of the charity's work and needs of its users
- Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues
- Be the 'go to' person with regard to marketing and communications within the organisation

## **Events**

- Lead on planning, delivering and evaluating the annual Boozy Brunch fundraising event to achieve set targets
- Assist the fundraising team with the supporter engagement and marketing materials for fundraising events as required,

## **Other**

- Support and attend charity and 3<sup>rd</sup> party events as required, these may be at evenings or weekends
- Act as an ambassador for the charity
- Undertake other tasks in support of the team's fundraising and marketing efforts as directed

## **PERSONAL SPECIFICATION**

### **Experience and Skills**

- Educated to HND level in English, marketing / communications, media studies, journalism or equivalent experience
- A proven track record of managing communications, PR and / or marketing campaigns
- Demonstrable experience and skills of writing copy for a range of media and audiences and the ability to write concisely with flair and impact
- An understanding of brand management
- Experience of creating promotional literature with a good appreciation of strong, impactful design
- Understanding of digital marketing
- A good understanding of the media and its networks, strong media contacts
- Ability to work with external agencies to provide marketing related services eg design, print including negotiating, briefing and managing
- Experience of working in the third sector (Desirable)
- Experience of using Wordpress websites
- Good computer skills with a working knowledge of word, excel, powerpoint (essential), Photoshop (desirable)
- Highly organised with the ability to manage and prioritise a varied workload, working under pressure and to tight deadlines
- Outstanding written and verbal communication skills
- Demonstrable planning and project management skills
- Creative and enthusiastic
- Strong interpersonal and networking skills
- Excellent collaborative and team skills
- Takes pride in work and has an excellent attention to detail

## Reward package for staff

<b>SALARY</b>	£25,000 - £29,000 per annum, depending on experience. Appointments are normally made at the lower end of the range.
<b>HOURS OF WORK</b>	37.5hrs per week, 7.5hrs per day, 9:00am – 4:30pm (0.5 hrs paid lunch break allowed) plus occasional evening and weekend work. Staff are currently hybrid working between the office and home.
<b>EXPENSES</b>	Mileage and fares incurred by employees during their duties will be reimbursed at Social Work Casual Users Rate. Reasonable subsistence may be claimed when working out of the office or working overtime.
<b>ANNUAL LEAVE</b>	Full-time employees are entitled to 35 days holiday. This includes all statutory public holidays.
<b>OTHER BENEFITS</b>	Salary will be paid for days absent due to illness. All other benefits including Maternity/Paternity Leave and Compassionate Leave will be as per statutory requirements or at the discretion of the Chief Executive. Medicash & EAP available to all staff
<b>PENSION</b>	After a qualifying period, employees are entitled to join the group Pension Scheme to which the charity contributes on a sliding scale determined by length of service.
<b>LEARNING &amp; DEVELOPMENT</b>	Befriend a Child recognises the importance of developing our team. We offer structured induction support and encourage staff to undertake training to develop their skills and interests at work.
<b>WORK ENVIRONMENT</b>	Befriend a Child is situated in the centre of Aberdeen in Bon-Accord Square, with its own private staff car park with easy access from Bon-Accord Street. Employees have their own work space and full IT support. The culture within Befriend a Child is based on mutual respect and teamwork. Dress code is smart but casual.

## Your Application

To apply, please forward a copy of your CV along with a supporting statement explaining how you meet the personal specification and any other information you wish us to take into consideration. Please also include the name and contact details of two referees, one of whom must be your current employer.

Please send application information to [k.kyle@befriendachild.org.uk](mailto:k.kyle@befriendachild.org.uk) by close of business on Thursday 1st May 2025.

Interviews will be held week commencing the 5<sup>th</sup> May 2025. Please let us know if you need any special arrangements for interview.

For further information please contact Katie Kyle, Head of Fundraising and Marketing at [k.kyle@befriendachild.org.uk](mailto:k.kyle@befriendachild.org.uk) or tel: 01224 210060.