

JOB DESCRIPTION

Job Title:	Regional Marketing Manager – Fostering Recruitment and Retention Hub		
Directorate:	People	Salary:	£52,805 - £58,139 plus LWA £706
Section:	Regional – working on Behalf of 17 South East Local Authorities	Grade:	BG-D SCP 43 - 48
Location:	Time Square	Work Style:	Flexible

Key Objectives of the role

The Regional Marketing Manager will lead the development and execution of a unified marketing strategy across the South East to recruit diverse foster carers and raise awareness of fostering. The role involves collaborating closely with the Regional Strategic Lead and the Senior Project Delivery Manager to ensure marketing initiatives are aligned with project timelines and objectives. Additionally, the manager will work with local authority leads to ensure cohesion in marketing efforts, driving initiatives to attract underrepresented groups such as BAME, LGBTQ+, young carers, and parent/child foster carers.

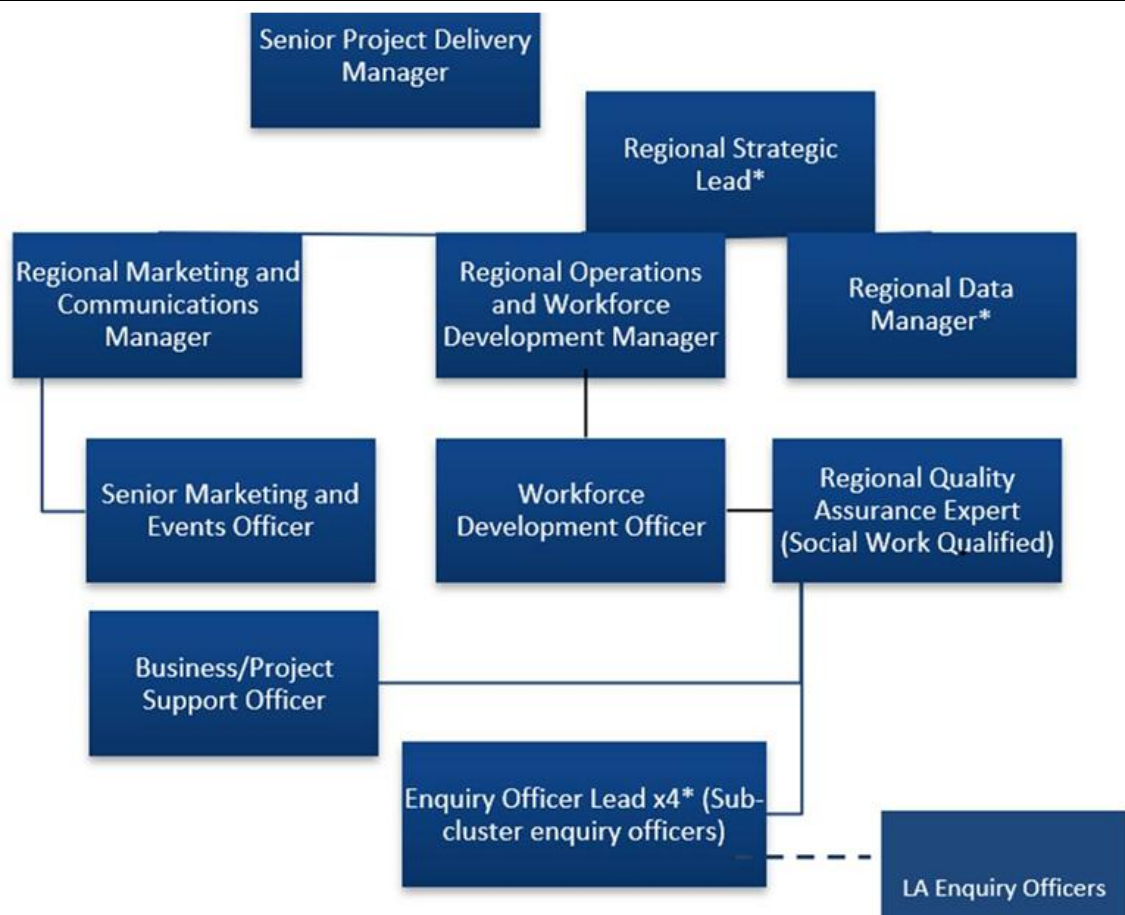
The Regional Marketing Manager will oversee multi-channel campaigns, using data and analytics to refine strategies and report on progress. They will also take responsibility for ensuring the effective and efficient use of the region's marketing budget. As a brand advocate, they will represent LAFSE in public forums, media, and events, positioning the organisation as a thought leader in fostering. They will ensure compliance with relevant regulations, including GDPR and the Equality Act, while maintaining LAFSE's commitment to diversity and inclusivity.

Designation of post and position within departmental structure

Designation: Regional Marketing Manager

Reports to: Regional Strategic Lead

Supervises: Direct supervision of any other marketing staff recruited within the Hub and Indirect supervision of marketing leads from member local authorities; coordination with external marketing agencies and third-party suppliers.

**Collaborates With:**

Local authority marketing leads

Senior Project Delivery Manager

Senior management teams

Community leaders

Media outlets

Regional stakeholders

Part of: Regional Leadership Team within LAFSE, working closely with the Regional Strategic Lead to shape and deliver organisational objectives.

Daily and monthly responsibilities

Daily Responsibilities

- Oversee the creation and dissemination of marketing content across digital and offline channels.
- Ensure the organic marketing and LAFSE marketing plan is being executed as planned.
- Monitor real-time campaign performance metrics, adjusting tactics as needed.
- Coordinate with local authority marketing leads to ensure alignment and progress on regional campaigns.
- Respond to enquiries from stakeholders, media outlets, and the public about fostering campaigns and initiatives.
- Address immediate challenges, including crisis management, and ensure adherence to organisational policies and statutory requirements.
- Collaborate with the Regional Strategic Lead to align marketing activities with overall project goals and timelines.

Monthly Responsibilities

- Host regular meetings with local authority marketing teams and Hub Desk staff to share insights, review campaign progress, and identify areas for improvement.
- Develop detailed performance reports, highlighting successes, areas for growth, and ROI on campaigns.
- Organise and participate in community outreach events and stakeholder engagement activities.
- Review and refine marketing strategies and materials to reflect current trends and audience needs.
- Collaborate with external suppliers to ensure timely delivery of services and adherence to contractual terms.
- Evaluate the success of campaigns and use analytics to inform future initiatives.
- **Drive Strategic Alignment:** Regularly review regional recruitment challenges and opportunities, ensuring marketing strategies directly address identified gaps while leveraging regional strengths.
- **Leadership Development:** Mentor local authority marketing teams, fostering a culture of innovation and upskilling to improve marketing capabilities and campaign impact.

Statutory requirements:

- **Data Protection Compliance:** Ensure all marketing activities comply with GDPR and data protection regulations, particularly regarding the handling of personal information for potential foster carers.
- **Equality and Diversity:** Promote inclusivity in all campaigns, ensuring compliance with the Equality Act and fostering diverse representation in marketing efforts.
- **Advertising Standards:** Adhere to the Competition and Markets Authority (CMA) rules and Advertising Standards Authority (ASA) guidelines for truthful and ethical advertising.
- **Public Procurement Regulations:** Oversee tendering and procurement processes for third-party suppliers, ensuring compliance with public sector guidelines.
- **Child Safeguarding Policies:** Work within safeguarding frameworks to ensure all public-facing materials reflect the sensitivity and integrity required in fostering.

Scope of role

- **Vision Setting:** Lead the development of a long-term marketing roadmap that aligns with the organisation’s mission to transform fostering recruitment, including forecasting future needs and opportunities.
- **Cross-Regional Collaboration:** Initiate and facilitate strategic discussions with other regional or national fostering organisations to share insights, align goals, and influence sector-wide marketing practices.
- **Policy Influence:** Engage with policymakers and national bodies to advocate for fostering and highlight the innovative practices developed by LAFSE.
- **Risk Management:** Proactively identify and address potential risks to regional marketing initiatives, including reputational risks, resource limitations, or emerging trends that may impact fostering recruitment.

Commitment to the Council’s Equal Opportunities policy at all times

Commitment to working within the bounds of the Data Protection Act and GDPR legislation at all times

Such other duties as may from time to time be necessary, compatible with the nature of the post. It should be noted that the above list of main duties and responsibilities is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only

PERSON SPECIFICATION

KEY CRITERIA	ESSENTIAL	DESIRABLE
Skills and qualifications	<ul style="list-style-type: none"> • Bachelor's degree in Marketing, Communications, Business, or a related field (or equivalent professional experience). • Proven experience in leading and delivering region-wide or large scale marketing campaigns, including digital, print, and PR strategies. • Strong project management skills, with the ability to coordinate campaigns across multiple stakeholders and authorities. • Demonstrated expertise in data analysis, campaign tracking, and reporting on KPIs to inform strategy and demonstrate ROI. • Experience in procurement processes and managing relationships with external agencies and suppliers. • In-depth knowledge of multi-channel marketing techniques, including social media, paid advertising, and community outreach. 	<ul style="list-style-type: none"> • Advanced knowledge of digital marketing tools, including Google Analytics, social media platforms, CRM systems, and CMS. • Advanced knowledge of graphic design and video editing tools or an aptitude to learn quickly. • Demonstrated expertise in developing fostering campaigns within the Independent Fostering sector. • Coaching qualification or equivalent demonstrated skills of coaching or mentoring in a marketing context.
Knowledge	<ul style="list-style-type: none"> • Awareness of trends in fostering recruitment and demographic challenges facing local authorities. • Comprehensive understanding of GDPR, Equality and Diversity Act, and advertising standards. • Knowledge of the fostering landscape and challenges in attracting carers from underrepresented groups. 	<ul style="list-style-type: none"> • Understanding of regional priorities and reforms in local authority fostering services. • Knowledge of financial procedures linked to Government initiatives • Knowledge of children's services policies, procedures, and performance analysis

	<ul style="list-style-type: none"> • Strong understanding of diversity and inclusion in marketing, particularly in the context of social care recruitment. • Familiarity with fostering-related policies, safeguarding principles, and ethical marketing practices. • Strategic thinker with the ability to oversee complex projects and ensure alignment with organisational objectives. • Experience in risk management and mitigation planning in marketing contexts. • Excellent interpersonal and communication skills, with the ability to engage and influence senior stakeholders and partners. 	<ul style="list-style-type: none"> • concepts and conventions • Knowledge of the wider issues, priorities and current reforms surrounding local authorities and partner organisations • Understanding of the requirements of the Freedom of Information Act in marketing communications.
Personal Skills and Attributes	<ul style="list-style-type: none"> • Experience in developing leadership skills within a multi-stakeholder environment. • Highly organised with exceptional attention to detail, capable of balancing competing demands and tight deadlines. • Adaptable and creative, capable of identifying innovative solutions to overcome recruitment and marketing challenges. • Commitment to inclusivity and the ability to embed diversity in all marketing activities. 	<ul style="list-style-type: none"> • Proven ability to advocate for organisational goals at public forums or with policymakers. • Leadership ability to inspire and mentor marketing teams across multiple organisations. • Experience managing marketing activities in sensitive or crisis situations • Formal marketing, design and communications qualification(s)
Essential qualifications	<ul style="list-style-type: none"> • Bachelor's degree in a related discipline or equivalent professional experience. 	

	<ul style="list-style-type: none"> • Demonstrable track record of leading large-scale, impactful marketing campaigns.
Competence Summary (Knowledge, abilities, skills, experience)	<ul style="list-style-type: none"> • Substantial experience in marketing management, preferably with multi-stakeholder partnerships or local government contexts. • Ability to deliver results in a fast-paced environment while meeting tight deadlines.
Work-related Personal Requirements	<ul style="list-style-type: none"> • Ability to manage own workload and make decisions independently within a collaborative framework.
Other Work Requirements	<ul style="list-style-type: none"> • Willingness to travel within the South East region as required. • Commitment to LAFSE's values and mission, including inclusivity, innovation, and collaboration. • The ability to converse easily with colleagues and respond effectively to questions in spoken English • Out of Hours working when required. • This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2016; the requirement to fulfil all spoken aspects of the role with confidence in English applies • A satisfactory enhanced Disclosure and Barring Service check.
Role models and demonstrates the Council's values and behaviours	<p>Our values define who we are. They outline what is important to us. They influence the way we work with each other – and the way we serve our residents and engage with our communities.</p> <p>We make our values real by demonstrating them in how we behave every day.</p>

All staff should hold a duty and commitment to observing the Council’s Equality & Dignity at Work policy at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and Council policies/procedures.

