



Carers
First

Candidate Pack
Digital Marketing Lead

Welcome

Thank you for your interest in working for Carers First as our next Digital Marketing Lead working across the organisation.

This is an exciting time to be joining the charity as we begin delivering our new, ambitious three year strategy and start to look at our goals for the future. Over the last three years we have considerably grown our reach and support for carers, evolved our operations, forged new partnerships and improved our ability to measure the impact of our support, with and for, carers.

If you have the passion and drive to make a difference and you have the experience and skills we are looking for, we are keen to meet you - and welcome you to our dedicated and talented team.

Warmest wishes

Alison Taylor
Chief Executive



About us

We understand that life as a carer can be challenging. Getting the support and help you need shouldn't be.

Any of our lives could be turned upside down due to the ill-health, frailty or disability of a family member or friend. In fact, two in three of us can expect to become a carer in our lifetime.

There are currently 5.7 million unpaid carers in the UK, however carer charities estimate that number could be as high as 10.6 million. Their huge contribution saves our economy £162 billion each year - the cost of a second NHS. Each carer's needs and situation are unique, but many face similar challenges. They can struggle to balance employment, finances, or their own wellbeing and time for themselves with their caring role. They may not be aware of the help and support available to them - and that is why we are here.

Carers First works directly with, and for carers, providing personalised information and tailored support in the way that suits them: online, on the phone, or face to face in their local community. With the help of our supporters and volunteers, we can continue to be there for carers, helping them find balance, and to live their lives to the fullest - today, and for years to come.



Our values

We are:

Positive

We are dedicated to working with carers to make a positive, material difference in their lives. We celebrate diversity and work in an inclusive, positive and supportive way, actively listening and valuing everyone's contribution.

Collaborative

We recognise the importance and strength of working in collaboration with local and national organisations to deliver improved support to carers. We also know the importance of collaborating with our Carers First colleagues, sharing knowledge and learning, being curious, respecting differences and working with integrity and transparency.

Ambitious

We are ambitious and tenacious in our determination to support more carers in better ways. We will innovate and develop our programmes of support so more carers are able to obtain the support they need, at the time they need it, to achieve a balance in their lives and enable them to live their lives to the fullest.

Diversity and Inclusion

We are proud to be a diverse and inclusive workplace.

Carers First is committed to promoting equal opportunities in employment. Employees and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

Carers First has an absolute commitment to equality and diversity which is about:

- Recognising and valuing difference.
- Recognising and seeking to redress inequality and disadvantage.

Our commitment is firmly founded on our belief that:

- To offer services that are personal, committed and creative we need a diverse staff team who can respond to our carers as individuals.
- To attract, keep and motivate the most talented staff, we need to:
 - Reach out to all sections of the community.
 - Provide a working environment in which everyone feels valued, respected and able to contribute.

Both as a service provider and an employer, we aim to be empowering, supportive and to offer as much flexibility as possible in order to help everyone realise their full potential as carers or employees of Carers First.

The charity recognises that true diversity in service delivery provision and within the staff group also involves a willingness to act, where necessary, at combating the effects of existing barriers to fair and equal treatment.

Our strategy 2024-27

Carers First has introduced our new three year strategy, to spell out exactly how we will help more carers access the vital support and services they need so we can make a real difference to their lives.

Our latest strategy was developed by a range of people from staff, trustees and funders but also colleagues in social care, health, schools and, most importantly, carers themselves.

With their collective views and opinions, we've formed a strategy that will enable us to reach and support even more carers and make a positive, material difference to their lives.

Strategic Objectives

Our new three year strategy will enable us to grow our work to reach and support significantly more carers, deliver innovative programmes of support in coproduction with carers and forge new collaborations to scale our reach, support and impact.

Over the next three years Carers First will:

1. Reach and engage more carers early in their caring role
2. Achieve the highest quality of support possible, so we can maximise the difference made to carers lives
3. Develop new innovative models of collaboration, delivery and programmes with the potential to scale our reach and impact
4. Champion talent and diversity
5. Grow and diversify our income to enable us to achieve more for carers.

Our services will be designed with carers, ensuring the support we offer is inclusive and accessible to all carers in different communities.

By joining Carers First, you will play a vital part in helping us achieve this. You can help us achieve something amazing.

Our impact and reach

Last year, we reached over **376,000 carers** through digital services and face to face activities. We have been able to make a material difference in carers' lives and we can evidence that carers feel more confident, informed and resilient in their caring role.

We are growing, and currently have over **50,000 carers registered** with us.

We are reaching more carers through our digital services, with over 230,000 users on our website last year, as well as a 10% increase in email subscribers and 18% increase in social media followers.



Join our team

When you join Carers First, you join a vibrant, inclusive, and supportive team who all have a shared interest in supporting unpaid carers to continue living their lives to the fullest, across the country.

In a community dedicated to caring, we believe that our employees and volunteers really do make a difference, therefore, we emphasise the importance of learning and development, as well as actively encouraging them to develop their skills with our fantastic learning and development programme. This means that all of our team become the best that they can be, whilst helping others do the same.

The role

Job Title:	Digital Marketing Lead
Salary range:	£26,000 per annum
Contract:	Permanent
Hours:	37 hours per week
Location:	Hybrid with the possibility of some travel to Carers First's locations

Job Description

Job title: Digital Marketing Lead

Reports to: Communications Manager

Purpose of the role: To lead on Carers First's digital marketing activities, focusing on improving our digital presence to help us reach and support more carers.

Job Overview

The Digital Marketing Lead will:

1. Raise the profile of Carers First, building our brand awareness and engagement levels to reach new carers and to raise awareness of the issues affecting carers.
2. Build on how Carers First engages with carers and supports them in accessing timely and relevant information.
3. Manage Carers First's digital marketing activities using innovative digital marketing tools.
4. Drive Carers First's digital presence, using data to inform our digital offer to carers.

Responsibilities and Duties

- 1. Raise the profile of Carers First, building our brand awareness and engagement levels to reach new carers and to raise awareness of the issues affecting carers.**
 - Support the Communications Team to develop and implement awareness campaigns and initiatives to reach new carers, using marketing approaches to engage the target audience and motivate them towards specific goals.
 - Act as a local 'brand guardian', ensuring that the brand guidelines are followed and there is consistency across all communications
 - Support to further develop and establish the Carers First brand, looking for opportunities to increase awareness and improve local presence
 - Manage and develop innovative marketing materials to enhance the charity's offer to carers.
 - Support with internal communications keeping staff and stakeholders up to date with Carers First's activities.
- 2. Build on how Carers First engages with carers and supports them in accessing timely and relevant information.**
 - Work with the Communications Team to deliver regular and engaging localised communications, within set times.
 - Provide expert advice to colleagues across the organisation on the strategic importance of digital marketing channels and content, improving processes and producing guides to support their needs
 - Develop new, high quality, digital tools, and resources for a range of audiences, including carers, professionals, volunteers, stakeholders, and staff
 - Work in co-production with carers to gather feedback and insight on our content and communications channels to help shape future plans.
- 3. Manage Carers First's digital marketing activities using a variety of digital marketing tools**
 - Manage the direction and development of our social media plan, leading on growing our social media channels, using both paid and organic content
 - Accountable for the delivery of email newsletters and wider email marketing plans, identifying ways to improve performance and grow subscribers
 - Map out user journeys for our key audience groups and ensure all marketing activity is integrated with the CRM system (HubSpot).
- 4. Oversee Carers First's digital presence, focusing on promoting our digital offer to reach more carers**
 - Expert in digital platforms, using technical expertise and best practices to enhance Carers First's digital engagement.
 - Support with the development and implementation of a digital marketing strategy to map out future digital marketing activities and promote our digital offer
 - Prepare reports and analytics on the overall performance of social media, emails, and campaigns, including ROIs and KPIs
 - Research, track, and analyse supporter behaviour and trends and implement research that will
 - maximise reach and engagement
 - inform digital marketing campaigns.

These are the normal duties that are required for this position. However, it is necessary for all employees to be flexible, and they may be required, from time to time, to perform other duties as may be required for the efficient running of the charity. This Job Description is non-contractual, it will be subject to reviews and may change.

Person Specification

Education

Degree level education in a relevant subject (e.g. communications, marketing, or journalism) or equivalent skills and experience

Skills and Experience

Communications and media relations

- At least 3 years of experience in a digital marketing position, ideally within the charity or public sectors.
- Expert in using social media to grow and engage key audiences through organic and paid social media marketing.
- Excellent communications skills, with the ability to work effectively across different teams.
- Proficient copywriter both on and offline.
- Excellent attention to detail and proof-reading skills.
- Experience of supporting others to meet brand guidelines.
- Strong project management skills.

IT and digital experience

- Social media expert, with a passion for staying on top of trends including
 - digital targeting and audience segmentation
 - Content management systems and social media scheduling
- Excellent IT and digital skills including Microsoft Office suite, HubSpot and all social media platforms.
- Expert in monitoring and reporting on the performance of key communication channels producing regular reports to analyse data and improve performance.
- Strong sense of innovation that includes expertise in email marketing software to create, deliver and monitor the performance of email newsletters.
- Creative and resourceful with strong skills in designing and producing content with demonstrable experience of design software (Adobe Creative and Canva).

Experience using a CRM system with an understanding of GDPR

Fundraising and project management

- Understanding of fundraising techniques, strategies, and digital platforms (e.g. JustGiving) in relation to donations, sponsorships, and legacies.
- Experience creating and implementing marketing plans and campaigns.

Personal Qualities

- Superb organisational skills with a proven ability to prioritise work to meet deadlines and show attention to detail.
- Strong interpersonal skills with the ability to build positive relationships and influence others and work collaboratively and flexibly to achieve outcomes.
- Highly self-motivated and able to work autonomously, take initiative and make decisions.
- Collaborative and a team player
- Ability to demonstrate understanding of and commitment to the goals and values of the charity.
- Commitment to actively promote equality, diversity, and inclusion within the charity.

Rewarding our employees

We provide a reward package for our employees upon joining Carers First.

Our reward package includes:

- 26 days Annual Leave which increases with continuous service + Bank Holidays.
- 1 days Birthday Leave
- Benenden Private Healthcare Membership (following successful probationary period)
- Pension
- Death in Service Benefit
- Employee Assistance Programme
- Carer Passports
- High Street Discount Platform
- Flexible Working Options

How to apply

To apply for a role with Carers First, please complete in full our online application form via our website: <https://www.carersfirst.org.uk/about-us/working-for-us/>

Appointments are subject to Carers First receiving an appropriate disclosure from the Disclosure and Barring Service that we consider acceptable.

We encourage and welcome applications regardless of gender, ethnicity, religion, disability, sexual orientation or age.

If you would like to discuss this role confidentially, please contact recruitment@carersfirst.org.uk and we will be happy to organise for one of the Team to contact you.

Please note that if you have not been contacted within two weeks of your application, your application has not been successful.

Tips on completing your application

- Read the Job Description and Person Specification carefully.
- Be sure to include in your employment history, details of relevant duties to the role you are applying for and any transferable skills you may have.
- Include any other work or volunteering experience you have which you feel is relevant.
- Read the Skills and Experience required for the role in the Person Specification and demonstrate clearly in your application evidence of how you meet each of these.



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carersfirst.org.uk

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