



**Registered Charity Number: 1045429**  
Office 73, 4th floor, Building 8, Vantage Point Business  
Park, Mitcheldean, Glos. GL17 0DD  
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### **Job Pack**

#### **Job Pack: Marketing & Communications Lead (Maternity Cover)**

Thank you for your interest in working for TIC+. The job pack consists of the following documents:

- Guidance Notes
- Job Details
- About TIC+ and the Role
- Job Description/Person Specification

The closing date for applications is **12:00pm, 24<sup>th</sup> April 2024**, however we will be reviewing and interviewing potential candidates through the application window.

TIC+ reserves the right to close this vacancy should the right candidate be identified.

Interviews will be held week commencing **29<sup>th</sup> April 2024**.

#### **Please return the following documents by the date stated above.**

1. The completed Application Form
2. The Diversity Questionnaire

If you do not hear from us by the closing date it does mean that we have not been able to include you on our shortlist.

#### **Completed applications should be sent to:**

[hr@ticplus.org.uk](mailto:hr@ticplus.org.uk)

Or by post:

HR Department  
Office 73, 4th floor, Building 8  
Vantage Point Business Park  
Mitcheldean  
Gloucestershire  
GL17 0DD

## Guidance Notes

### Filling in the application form

- Please complete all parts of the application form. **(CVs will not be accepted in place of an application form).**
- Show clearly how your experience, knowledge, skills and abilities are relevant to the requirements of the person specification.
- Do not miss out experience gained in previous jobs but select the most relevant points. Also include details of any skills or experience gained from voluntary, committee or community work, etc.
- Use extra sheets if necessary, noting your name and the post you have applied for at the top of each sheet.
- Check the closing date to allow time for your application to reach us.
- We suggest you keep a copy of your completed application.
- TIC+ does not usually acknowledge receipt of application forms unless specifically requested and a stamped, self-addressed envelope is enclosed. **Please note that if you have not been contacted by the advertised interview date then unfortunately you have not been successful in your application.**

### Short-listing

When short-listing we will be looking for evidence that you have the knowledge, experience, skills and abilities to do the job as detailed in the job description and person specification. These provide the essential criteria against which your application will be assessed.

### Commitment to Inclusivity and Diversity

Here at TIC+ we want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. We try to create an encouraging, caring, supportive environment where everyone, from any background, can be themselves and fulfil their potential at work.

Please make us aware of any reasonable adjustments we may need to make for you and particularly address any special requirements you may have if you are invited for interview.

### Keeping children, young people and families safe

TIC+ is committed to safeguarding and promoting the welfare of children, young people and families and expects all staff to share this commitment.

As part of our Safer Recruitment Policy you must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced Disclosure and Barring check. You will be interviewed and assessed against the criteria set out in the job description and person specification. We are particularly careful to enquire into the character and background of applicants for appointments to posts that (a) involve direct and indirect contact with children and vulnerable adults or supervise those who have direct or indirect contact with children or vulnerable adults, (b) who are in positions of trust and influence and (c) who, by virtue of the authority and responsibility inherent in the post they hold, might be expected to be positively suitable to work with children and vulnerable adults. Seeking this information is not, in anyway, to reflect upon applicants' integrity but is necessary to protect the vulnerable and to assist us in making safe recruitment decisions.

The declaration section of the application form must be completed.

Providing false information is an offence and could result in the application being rejected or summary dismissal, if the applicant is already in post, and possible referral to the police.

All employment offers are made subject to the following checks

- satisfactory clearance from the Disclosure and Barring Service where applicable;
- satisfactory references
- right to work check
- satisfactory health check

**We aim to make the application process as straightforward as possible. If you have any further questions regarding your application or require any further general guidance or information about TIC+ please contact a member of our Human Resources Department 01594 372777 or email [hr@ticplus.org.uk](mailto:hr@ticplus.org.uk)**

Thank you for considering applying to TIC+

## About TIC+

TIC+ is a charity established in 1993 serving Gloucestershire and surrounding areas. TIC+ reaches hundreds of children and young people every year as well as offering support & advice to parents & professionals. We work to ensure that every young person has easy, prompt, independent access to appropriate support according to their needs. We offer:

- Counselling - online and face-to-face for children and young people
- Family Counselling
- Parent Support
- Psycho-educational workshops for children, young people, parents & professionals
- Counselling Training courses

TIC+ has a main office in Mitcheldean Gloucestershire; counselling rooms and home-based staff and volunteers working across the county. We strive to ensure young people, parents and families feel accepted, safe & valued, so that they can say what's on their mind, and be really listened to without the fear of being judged. We work with young people to help them build resilience & give them strategies to cope with situations they might be facing.

### **Our Mission, Ethos and Values:**

TIC+ is a Christian led charity that is not affiliated to any particular denomination, church or group. We provide services to anyone of any faith or none and we employ staff from any faith or none. As an organisation we believe that the Christian faith provides the foundation and motivation for the work of the charity and is the reason why we do what we do. Our mission *to improve, preserve and promote good mental health and wellbeing amongst children, young people and families* is borne from Jesus' words; *"I have come that they may have life, and have it to the full."* John 10:10.

An outworking of our Christian ethos means that we expect all representatives of the charity to treat everyone equally, with care and respect regardless of their race, gender, religion, sexual orientation, ethnic background, beliefs, status, ability or class. The ethos is given life through our relationships; the way we work together and behave with one another and those we serve, are a demonstration and authentication of our ethos.

## Our Values:



## Job Detail

<b>Job Title:</b>	<b>Marketing and Communications Lead</b>
<b>Rate of pay:</b>	Salary £32,955 (£16.90 per hour)
<b>Reports to:</b>	Head of Fundraising and Communications
<b>Place of Work:</b>	TIC+, Vantage Point Business Village, Mitcheldean, Gloucestershire, GL17 0DD. You may also be required to attend TIC+ meetings and training related to the post at various locations across Gloucestershire as required. You will not be required to work outside the UK.
<b>Hours of Work:</b>	37.5 hours a week.
<b>Contract:</b>	Maternity Cover for 9 months with possibility to extend
<b>Holiday:</b>	5.6 weeks a year (inclusive of bank holidays) pro rata for part time employees. In addition to this entitlement, we also gift all employees the days between Christmas Day and New Year's Day excluding Bank Holidays.  Additional holiday is accrued after one year' service up to a maximum of ten additional days
<b>Expenses:</b>	Legitimate business expenses incurred as part of carrying out your job will be reimbursed.
<b>Terms:</b>	There will be a six-month probationary period where the successful candidate's suitability for the role will be assessed.

<b>Job Title:</b>	<b>Marketing and Communications Lead</b>
Responsible to:	<b>Head of Fundraising and Communications (HOFC)</b>
Job Purpose:	You will be responsible for the operational management, development and delivery of our marketing and communications. This will include the day to day production of all communications and marketing materials for a range of campaigns involving social media, content, email, events and branding.
Main Duties:	<ul style="list-style-type: none"> <li>• Delivering and updating where needed the MarComms strategy and implementation plan, to reflect the strategic aims of the organisational strategy. Delivery of this plan against measurable objectives and outcomes.</li> <li>• Creating a professional MarComms approach and toolkit aligned with the organisation's strategy and plans</li> <li>• Creating content and collateral which is on brand and designed for young people, supporters and professionals.</li> <li>• Supporting delivery of the Annual Report and other publication including elements of content writing and design.</li> <li>• To use Meta Business Suite to create content and update social media across Facebook and Instagram, as well as other platforms for Twitter, LinkedIn and YouTube, to promote the aims of TIC+.</li> <li>• Content creation, updating &amp; maintenance of TIC+ WordPress website for review by the HOFC. Main contact in liaising with external web agency when necessary.</li> <li>• Be involved in the development of and transition to a new website fit for purpose and aligned to strategy.</li> <li>• Monitoring of TIC+ social media and ensuring that queries or requests are directed to the right employees for response.</li> <li>• Previous experience of using customer insight to inform campaigns, creative brief development, messaging, and media choices.</li> <li>• Support the delivery of internal and external Newsletters using Mailchimp and any other platform.</li> <li>• Create audience data briefs and work with data team to get the correct data for communications channels.</li> <li>• Capturing events for marketing posts via photos/video as required. This includes digitally editing videos and content into a presentable publishing format for social media.</li> <li>• Writing, proofreading and copy editing as required across departments, for sign off by Managers and HOFC.</li> </ul>

	<ul style="list-style-type: none"> <li>• Act as main point of contact with Training Team for marketing and design of all courses and collateral.</li> <li>• Ensure that all marketing and communication is correct in spelling and grammar; always reflecting well on the TIC+ brand.</li> <li>• Use analytical tools and regular reports on effectiveness of website content to improve SEO, Conversion and other goals.</li> <li>• Ensure that the HOFC is alerted to any social media posts that could reflect negatively on the TIC+ brand so that they may respond accordingly to management.</li> </ul>
	<p><b><u>Fundraising responsibilities</u></b></p> <p>To support the fundraising team with the following tasks:</p> <ul style="list-style-type: none"> <li>○ To lead on the creation and delivery of fundraising Newsletter, using Mailchimp</li> <li>To oversee promotion and delivery of fundraising campaigns</li> <li>○ Help in interpretation and graphical representation of user statistics for funding reports</li> </ul> <p>Supporting development of new marketing collateral.</p> <p>The above is not an exhaustive list of duties and you will be expected to undertake, from time to time, any other duties that may be required of you to support the effectiveness of TIC+ overall, and which are consistent with the basic objectives and/or duties of the post.</p> <p>It is the nature of the work that tasks and responsibilities are in some circumstances unpredictable and varied. You will be expected to work in a flexible way that may, on occasions, include weekend and evening working such as attending events and social media posting/responding.</p>



General duties	<p>The post holder will be expected to:</p> <ul style="list-style-type: none"><li>• To work in a collaborative, collegiate way to support whole team coverage and output</li><li>• To be an active member of the Fundraising Team, contributing to organisational plans and cross-departmental projects</li><li>• To participate fully in regular one-to-one supervision sessions and in an annual performance appraisal</li><li>• To be pro-active in maintaining personal and professional learning and development and identify own training needs as they arise</li><li>• To attend team meetings, away days and other similar events</li><li>• To promote equality, diversity and rights in all publications and communications</li><li>• To contribute to the overall success of TIC+ and support a positive inclusive culture through teamwork, communications and leadership.</li></ul>
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### Person Specification:

The person appointed will be expected to have the key essential skills and attributes listed below. The items under the heading 'desirable attributes' will also be useful. However, candidates who do not have these desirable attributes should not be deterred from submitting an application as relevant support/training can be made available for the right person.

Selection Criteria	Method of Assessment	Essential	Desirable
<b>1 Training, Qualifications and Experience</b>			
<b>The successful candidate will have:</b>			
1.1 Educated to A level standard or equivalent	<ul style="list-style-type: none"> <li>▪ Application</li> </ul>	✓	
1.2 L4 CIM or equivalent in marketing	<ul style="list-style-type: none"> <li>▪ Application</li> </ul>		✓
1.3 Educated to degree level or relevant equivalent experience	<ul style="list-style-type: none"> <li>▪ Application</li> </ul>		✓
<b>2 Experience</b>			
<b>The successful candidate will have experience in:</b>			
2.1 Working with website content management systems, particularly WordPress	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>	✓	
2.2 Working in a similar role for a charity or other organisation	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>	✓	
2.3 Maintaining social media channels (Facebook, Instagram, Twitter, LinkedIn; TikTok)	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>	✓	
2.4 Creating content for digital platforms	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>	✓	
2.5 Marketing campaign planning experience	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>	✓	
2.6 Experience in email marketing	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>		✓
2.7 Experience building and monitoring paid for and organic social campaigns	<ul style="list-style-type: none"> <li>▪Application</li> <li>▪Interview</li> </ul>		✓

2.8 Understanding, interrogating and improving SEO stats for social media and other relevant marketing channels	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>		✓
<b>3. Skills</b>			
<b>The successful candidate will be able to:</b>			
3.1 demonstrate strong writing, editing, and proofing abilities and have excellent attention to detail	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> <li>▪ Skills test</li> </ul>	✓	
3.2 Multitask and work on multiple projects to tight deadlines in a fast-paced environment	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
3.3 demonstrate good eye for design	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> <li>▪ Skills test</li> </ul>	✓	
3.4 be an analytical thinker, able to use data to inform decision and shape work	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
3.5 demonstrate knowledge of Adobe suite, including Photoshop and InDesign.	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>		✓
3.6 demonstrate knowledge of podcasting and relevant software	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>		✓
3.7 demonstrate knowledge of video production and basic editing	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>		✓
3.8 demonstrate knowledge of Google Suite, including analytics and AdWords.	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>		✓
<b>4. Communication Skills</b>			
<b>The successful candidate will be able to:</b>			
4.1 demonstrate a good level of competency in written and verbal communication skills	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
<b>5. Personal Attributes</b>			
<b>The successful candidate will demonstrate:</b>			
5.1 Enthusiastic and passionate about the aims of the charity and seeing young lives transformed	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.2 Good people skills, able to use emotional intelligence to engage positively with a range of personalities	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.3 a high level of attention to detail.	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.4 Dynamic, energetic and enthusiastic approach to work	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.5 the ability to plan, organise and prioritise workload and manage time effectively.	<ul style="list-style-type: none"> <li>▪ Application</li> </ul>	✓	

	<ul style="list-style-type: none"> <li>▪ Interview</li> </ul>		
5.5 be proactive in learning new skills and keeping up to date	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.6 the ability to work under pressure	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.7 the ability to embrace change well	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.8 the ability to both work independently and as part of a team	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
5.9 Optimistic outlook, focusing on solutions as opposed to problems	<ul style="list-style-type: none"> <li>▪ Application</li> <li>▪ Interview</li> </ul>	✓	
<b>6. Commitment</b>			
<b>The successful candidate should be able to demonstrate commitment to:</b>			
6.1 support the Christian ethos of the charity.	<ul style="list-style-type: none"> <li>▪ Interview</li> </ul>	✓	
6.2 be an ambassador for TIC+ promoting the wider work and interests of the charity where appropriate	<ul style="list-style-type: none"> <li>▪ Interview</li> </ul>	✓	
6.3 equal opportunities and anti-oppressive / anti-discriminatory practice	<ul style="list-style-type: none"> <li>▪ Interview</li> </ul>	✓	