



Registered Charity Number: 1045429
Office 73, 4th floor, Building 8, Vantage Point Business
Park, Mitcheldean, Glos. GL17 0DD
Phone: 01594 372777 Email: hr@ticplus.org.uk Web Site:
www.ticplus.org.uk

Job Pack

Job Pack: Marketing Manager

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 **12pm Thursday 18th July**, 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 **31st July 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

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

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

Job Title:	Marketing Manager
Rate of pay:	Grade D, £40,462.50 - £41,476.50 DOE Rate of pay whole time equivalent (pro rata for part time employees). Salary is dependent on experience.
Reports to:	Chief Operating Officer (COO)
Place of Work:	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.
Hours of Work:	Part Time, between 15 and 22.5 hours a week. Hours to include occasional evenings and weekend work to accommodate the needs of the charity.
Contract:	Permanent (subject to funding)
Holiday:	5.6 weeks a year (inclusive of bank holidays) pro rata for part time employees.
Benefits:	<ul style="list-style-type: none">• Enrolment into a direct contribution pension scheme (3% employer contribution)• We gift employees the days between Christmas Day and New Year's Day excluding Bank Holidays.• Additional leave is awarded based on length of service up to a maximum of ten days, and this starts to accrue from day one of employment.• Up to three volunteering days per year• Enhanced company sick pay• Blue light discount card• Sight test
Expenses:	Legitimate business expenses incurred as part of carrying out your job will be reimbursed.
Terms:	There will be a six-month probationary period where the successful candidate's suitability for the role will be assessed.

Job Title:	Marketing Manager
Responsible to:	The Chief Operating Officer
Job Purpose:	Working with the Mar Comms Lead the Marketing Manager will lead on development and delivery of marketing strategies across a wide range of disciplines including digital and social media, internal comms, brand marketing and management, advertising and support to donor/funder engagement. This will include production of content, collateral and materials.
Main Duties:	<ul style="list-style-type: none"> • Develop and ensure a cohesive and coherent use of brand across our channels • Take responsibility for the development and management of the website, including generating content, making improvements to functionality, maximising website potential, SEO optimisation and monitoring its performance. • Work closely with the fundraising team and the Content Officer, providing end to end campaign delivery including supporting fundraising, and engagement conversion, to provide an effective funnel for growing donations and support • Development and delivery of email marketing strategies to drive supporter engagement and conversion, including drafting email news and other e-content. • Support the fundraising team by creating email funnels to build engagement and convert effectively to membership and donations • Work with the Content Officer and wider teams to oversee and structure content for the website and other digital channels to translate complex mental health content into effective storytelling for engagement • Report against agreed KPI's for marketing reach and engagement across all channels. • Analytical skills, able to utilise tools like Google Analytics to identify trends and use data insights to inform marketing strategy, content and targeting • Bring experience in delivering successful digital media planning and buying for delivering digital marketing targets across PPC and other paid social • Good working knowledge of SEO and UX for optimising website performance • Proficient user of common digital marketing tools including Facebook Business Manager, Google Ads, Google Search Console and Mailchimp (or similar) <p>*Work with the Head of Operations Development to ensure security and</p>

	<p>development of appropriate website technologies</p> <ul style="list-style-type: none"> • Develop and manage budgets across marketing, ensuring that campaigns and projects are completed within agreed budgets, and with support from Chief Financial officer provide reporting and forecasting as required • Oversee the updating and management of assets across the charity in line with agreed processes • Optimise website through analysis testing and learning to improve user journeys and accessibility of relevant content and resources • Develop and ensure a cohesive and coherent use of brand across our channels • Take responsibility for the development and management of the website, including generating content, making improvements to functionality, maximising website potential, SEO optimisation and monitoring its performance. • Work closely with the fundraising team and the Content Officer, providing end to end campaign delivery including supporting fundraising, and engagement conversion, to provide an effective funnel for growing donations and support • Development and delivery of email marketing strategies to drive supporter engagement and conversion, including drafting email news and other e-content. • Support the fundraising team by creating email funnels to build engagement and convert effectively to membership and donations • Work with the Content Officer and wider teams to oversee and structure content for the website and other digital channels to translate complex mental health content into effective storytelling for engagement • Report against agreed KPI's for marketing reach and engagement across all channels. • Support & line management of Marketing /comms team <ul style="list-style-type: none"> • Manage relationships with external digital marketing agencies where relevant, ensuring brand cohesion across digital channels
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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
Training, Qualifications and Experience			
The successful candidate will have:			
Professional, industry recognised qualification in Marketing	Application form Certification		✓
Experience in digital media planning and buying for delivering digital marketing targets across PPC and other paid social	Application form Interview	✓	
Experience of supporting projects involving multiple stakeholders	Application form	✓	
Experience of working with Budgets	Application form		✓
Experience of collecting and analysing information	Application form Interview Task	✓	
Experience of line management	Application form Interview		✓
Skills , abilities and knowledge			
Be proficient in use of Word, Excel and Microsoft Office	Application form	✓	
Ability to work on own initiative and prioritise work within agreed objectives and fixed deadlines.	Interview	✓	
Good working knowledge of SEO and UX for optimising website performance	Interview		✓
Ability to provide effective support to others and be a co-operative team member.	Interview	✓	
Building and maintaining effective relationships both internally and externally with a range of stakeholders.	Interview	✓	
Analytical skills, able to use tools like Google Analytics to identify trends and use data insights to inform marketing strategy, content and targeting	Application form Interview	✓	
Creative and innovative approach, understanding of how to engage target audiences and drive actions through digital marketing	Application form Interview Task	✓	

Ability to think creatively and solve problems.	Interview	✓	
Have or able to quickly gain a good knowledge and understanding of TIC+ our structures and ways of working	Interview		✓

Values & Personal Attributes			
The successful candidate will demonstrate:			
A passion for the mission of the charity – “to improve, preserve and promote good mental health and wellbeing among children, young people and families.”	Application form Interview	✓	
Demonstrate TIC+ values	Interview	✓	
Organised, methodical and innovative	Application form Interview	✓	
Excellent communicator	Application form	✓	
Able and willing to work some weekends and evenings as required	Application form Interview	✓	
Collaborative team player, able to work in multi-disciplinary teams	Application form Interview	✓	
Commitment			
The successful candidate should be able to demonstrate commitment to:			
Support the Christian ethos of the charity.	Application form	✓	
To attend: office Staff Team meetings on a regular basis. regular 1-1 sessions with your line manager.	Application form Interview	✓	