



BRADFORD

BIRTH TO 19

Marketing Assistant (Fixed Term Contract 3 Months)

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Start Date	May 12th 2025, or as soon as possible.
Location	Our roles involve a mixture of office and home-based working (hybrid). St Edmund's Nursery School, Washington Street, Bradford, BD8 9QW
Short Description	Working within our Marketing and Communications Team, you will support the delivery of strategic marketing and communications campaigns. You will predominantly work across our 50 Things to Do work stream, and through all marketing channels, which may include digital, print, and social media. You will also provide administration and event management support.
Annual Salary	Band 1 & 2 - SCP 2 Annual £23,656 Per month £1,971.33 Per week £453.68 Per hour £12.26

Who are we?

Founded on the principles of social enterprise, Bradford Birth to 19 is committed to driving forward social mobility, from the first days of a child's life. For us, that means working in partnership with agencies and families, to provide place-based, whole-child offers which help children and young people to achieve their potential, and lead successful, healthy lives.

Bradford Birth to 19 has grown over the past decade so that it is now making a significant contribution to learning and health outcomes for children and young people in Bradford and West Yorkshire. Founded in 2013, and growing from an outstanding school, Bradford Birth to 19 now has a national profile, with impact being seen across the British Isles..

Bradford Birth to 19 is made up of:

Bradford Birth to 19 Institute for the Early Years



50 Things to Do Before You're Five



50 Things to Do Ages Five to Eleven



Early Years Stronger Practice Hub



Bradford Birth to 19 SCITT



Birth to 19 Apprenticeship Academy



Bradford Birth to 19's offer

- ★ Our 50 Things initiative helps Local Authorities, Multi Academy Trusts and health agencies improve their support for parents and children from birth to 11.
- ★ Our Institute for the Early Years provides professional development and quality improvement support for schools and Early Years settings, local authorities and health services, focused on children aged from birth to five years old. This includes our Stronger Practice Hub offer In West and South Yorkshire for the DfE
- ★ The Bradford Birth to 19 SCITT supports graduates wanting to gain qualified teacher status in the primary and secondary age-phases, and schools wanting to recruit high-quality teachers.
- ★ Birth to 19 Apprenticeship Academy provides training courses for early years educators, teaching assistants including with a special needs pathway.
- ★ We maintain a strong interest in research and policy, regularly writing and being featured in a range of publications.

Local and national reach

Locally, Bradford Birth to 19 works with schools, Early Years settings, universities, health, the charity sector, and local & national government partners with the aim of making Bradford a better place to grow up. While much of our work is with schools and settings, we also work with parents, the voluntary sector, health and community groups to support a range of community regeneration initiatives across the district.

We work collaboratively with over 500 nursery, primary, special and secondary schools, private and voluntary early years providers and charities in the region. Locally, we are held up as a model of outstanding leadership within the Early Years and in parent partnership. We have a strong record of success in Initial Teacher Training, through our Bradford Birth to 19 SCITT, having helped 1000 graduates over the past decade to become qualified teachers.

While the majority of our work is in the Bradford and West Yorkshire area, we are now increasingly working on a regional and national scale, with developing international interest in our work.

Have a look at our website here: <https://www.bradfordbirthto19.co.uk/>

A little more detail on our work:

Bradford Birth to 19's Institute for the Early Years



50 Things reaches out to over 650,000 children across England, as detailed on our national 50 Things website – see our Impact Report. 50 Things seeks to help every child reach important developmental, health, learning, and wellbeing milestones, by providing 50 low or no-cost ideas for play to parents and others who care for them. 50 Things is now being rolled out in over 20 Local Authority areas across the UK - each locality has its own local 50 Things offer.

To find out about 50 Things:

- ★ See our website here. And our Bradford 50 Things website here
- ★ Download the 50 Things app on Android or iPhone
- ★ Look for us on Twitter Instagram and Facebook

The St Edmund's Early Years Stronger Practice Hub is a cornerstone of the DfE's offer to the early years sector. With the aim of sharing and improving practice in early years provision, our Hub brings all types of Early Years providers from the Yorkshire and Humber region together. We signpost, develop and deliver training opportunities through virtual and face to face events.

Our interest in research and policy is reflected in a range of reports. Most recently, our partnership with the Centre for Applied Education Research and The Centre for Young Lives has seen us being a core contributor to the Child of the North report series - for example [here](#).

Bradford Birth to 19 SCITT

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SCITT

Our School Centre for Initial Teacher Training (SCITT) provides professional learning courses leading to Qualified Teacher Status for around 100 postgraduate students each year. Over the past decade we have supported almost 1000 people to become teachers.

Judged 'Good' by Ofsted, our SCITT provides training routes for people wanting to qualify as an early years, primary or secondary age phase teacher.

We work significantly in West Yorkshire but now have lead delivery partners in Bristol and soon in Liverpool.

For a further look, see our website here: <https://www.bradfordbirthto19scitt.co.uk/home>

Birth to 19 Apprenticeship Academy

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APPRENTICESHIP ACADEMY

Founded in September 2024, our new academy provides a range of apprenticeships for childminders, schools and private nurseries. We offer early years apprenticeships at Levels 2&3, teaching assistant apprenticeships at Level 3 and 5, and teacher apprenticeships at Level 6.

For more information, see our website here:

<https://www.bradfordbirthto19.co.uk/our-offer/apprenticeship-academy>

Main Duties & Objectives

Marketing Assistant (FTC 3 Months)

As part of the team which leads on marketing and communications across our full range of work, your main duties will include:

- Creating posts and captions for social media channels for 50 Things to Do regions across West Yorkshire.
- Supporting partners with the uploading of events onto our 50 Things to Do regional websites to showcase low and no cost activities for families with young children, happening in their local areas.
- Supporting the team with events management, with the potential to be working on the occasional weekend day.
- Helping to prepare giveaways for marketing events for all of our workstreams.
- Opportunities to photograph events and activities on and off site.
- Assisting with the development of marketing and communications campaigns and collateral where needed.
- Assisting with the production of long and short form video content production where needed.
- As a part of a relatively small but growing core team, being able to turn your hand to many things – we support each other. Each of us has the opportunity to take on roles and lead work that interests us or makes good use of our particular talents.

Benefits and Outcomes

Working with us is unique! We are a supportive, values-driven organisation. We are small enough to be able to innovate quickly, and to ensure all who work with us are valued and nurtured; and large and successful enough to have influence with and be supported by local and national decision-makers.

The post we are advertising for is a result of sustained growth, and will be a new addition to a growing team.

We are a values-led organisation, supporting the local economy, and we expect all our staff to support our belief that children and young people should be at the centre of everything we do. This means a commitment to community cohesion and social mobility for all.

We are looking for a highly flexible, hard-working team player who is ready to learn with us, in a supportive, friendly and optimistic team. This post would suit someone who would be interested in developing a career within the charitable sector or within the public sector. You are likely to have had some experience of working with, or for, a charity, or in a community, school, health, or training setting and want a job which will combine the dynamism of partnership development, with the social value of working in the education, health and care sector.

A willingness to attend occasional conferences and meetings away from the area (with full expenses provided) is required, as is the ability to work occasional evenings and single weekend days, when time off in lieu will be given.

Person Specification

You should be comfortable working in an evolving and rapidly changing environment, therefore if you're innovative, curious, and not afraid of a challenge, we'd love to hear from you.

Qualifications

- GCSE or equivalent in English and Maths is essential.
- Any relevant GCSE or higher level course related to media or business marketing would be desirable.

Skills

- Very good written and verbal communication skills
- Very good administrative skills
- Good IT skills
- Ability to work well in a team
- Demonstrable ability to complete work to a high standard, delivered on time
- An eye for detail, including in publicity materials, and written text
- Assured and personable character and phone manners
- Good understanding of and experience of using a range of design and communication tools, would be desirable. Preferred tools within the company include: Google Workspace, Adobe Suite, Canva, Hootsuite, ConcreteCMS and Hubspot.

Experience

- Some experience of working with or for a community setting, school or care setting, or within or for a charity or the voluntary sector. This may be in a voluntary capacity.
- Experience of project or task leadership.
- Some experience of working in marketing & communications, content creation or another relevant sector organisation would be desirable. This may be in a voluntary capacity.

Knowledge, understanding and disposition

- A passion for making a difference to the lives of all children and families, but particularly those facing social and economic disadvantage
- An understanding of the core principles of successful social media campaigns, website development, including content creation

Satisfactory Enhanced DBS clearance

Duration

3 months in the first instance, but with the potential of extending into a longer contract, subject to organisational needs and continued funding.

Application Instructions

Please apply by requesting an application form from Natalie Waller natalie.waller@stedmundsbradford.org.uk and sending the completed version alongside a professionally laid out covering letter, and if you wish, a CV. When uploading your documents, please make sure you title each one with your name.

Please ensure you demonstrate how you match every area of the person specification, and tell us how your experience, knowledge and skills will help us grow and succeed.

Closing Date: 5pm Monday 5th May 2025

Interview Dates: Thursday 8th May and Friday 9th May 2025

Eligibility

You must be eligible to work in the UK for the duration of your employment. Information is available at <http://www.ukba.homeoffice.gov.uk/>

Support for applicants with disabilities, impairments or health conditions:

We want to make sure that all candidates have equal access to our recruitment and selection procedures. If you have a disability, impairment or long-term health condition that may affect your ability to submit an application, or if you need any adjustments to be able to attend an interview, take part in the selection process or to carry out the job you are applying for, please contact natalie.waller@stedmundsbradford.org.uk. This will enable us to make any reasonable adjustments. Any information provided will not inform any part of the recruitment and selection process.