



BRADFORD

BIRTH TO 19

Digital Communications and Marketing Officer

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Start Date	March 1st 2024. We would consider appointing a graduate who would be able to start in Summer 2024.
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 work across our work streams, and through all marketing channels, including digital, print, TV and others. You will also provide administration and event management support.
Annual Salary	£23,000 – £25,000, depending on experience

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 is a relatively new organisation which 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 UK.

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



Education Alliance for Life Chances



Bradford Birth to 19's offer

- ★ Our 50 Things initiative helps Local Authorities, Multi Academy Trusts and health agencies to 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 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.
- ★ Bradford Birth to 19 Evidence Informed Practice provides a range of professional learning offers for schools, and wider agencies. Covering the primary (4-11) and secondary (11-19) age phases, we provide support for school leaders, teachers, and other school staff. Our flagship initiative is The Alliance for Life Chances, a multi-agency, place-based approach to improving health and education inequalities.

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 200 nursery, primary, special and secondary schools, private and voluntary early years providers and charities in the local district. 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. We were a significant partner for the Department for Education through the Bradford Opportunity Area, and now support a five-year initiative to improve social mobility in Bradford. This is being sustained through The Alliance for Life Chances.

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 2023 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 well 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
- ★ Follow us on Twitter Instagram or on Facebook

The St Edmund's Early Years Stronger Practice Hub is part of the DfE's early years education COVID recovery support. 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 virtually and face to face events.

We also deliver popular and successful undergraduate courses: BA (Hons) Top-Up and Foundation Degree in Early Childhood & Education (Integrated Working with Families and Children), in partnership with the Pen Green Research Base and the University of Hertfordshire.

Bradford Birth to 19 SCITT

BRADFORD

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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.

Education Alliance for Life Chances



Bradford Birth to 19 hosts the Education Alliance for Life Chances (EALC - pronounced elk), which was formed in 2022 to realise the recommendations from its predecessor programme, the Bradford Opportunity Area.

The ambitious partnership brings together Bradford's schools, health services, police, Local Authority, voluntary services, universities, faith leaders and businesses to tackle childhood inequality and improve social mobility for all.

Our work in Bradford is supported by a very large strategic partnership, with our early focus being on three areas of very high socio-economic deprivation: Keighley Central, Manningham & Girlington, and Holme Wood.

Main Duties & Objectives

Digital Communication and Marketing Officer

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

- Contribution to the overall development of BB19s marketing strategy including planning and implementing a comprehensive plan of marketing and communications activities
- Collaborating across all projects and activities to identify opportunities to tell stories and create engaging content that is in line with our brand
- Supporting the creation of content for the varied work-streams on Bradford Birth to 19
- Preparing and editing organisational publications, including newsletters and reports, for both internal and external audiences
- Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes
- Assisting with the development of marketing and communications campaigns and collateral
- Assisting with the production of long and short form video content production where needed
- Maintaining the BB19, Stronger Practice Hub and 50 Things presence on third-party websites, ensuring programme and activity listings are up to date and competitive.
- Monitoring all social media channels, reporting on trends, key followers, sharing relevant third-party content, social listening and general account administration
- Working in partnership with Business Development Lead, to conduct data analysis of the performance of digital content across multiple channels in order to apply learnings to ensure engagement is maximised
- Monitoring and responding to online reviews on key forums, e.g. Facebook, Google, and play an active role in reporting key themes to members of the SLT
- 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 posts we are advertising are as a result of sustained growth, and will be new additions 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 Specifications

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

- Graduate, ideally 2:1 or higher or equivalent professional learning and experience

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 manner
- Sound numerate skills, with the ability to manage small budgets
- For the digital officer role, we would expect good understanding of and experience of using a range of design and communication tools. 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.
- For the digital officer role, we would expect some experience of working in marketing & communications, content creation or another relevant sector organisation. 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
- For the digital officer, an understanding of the core principles of successful social media campaigns, website development, including content creation
- A basic understanding of the structures and working practices within Local Authority, health or education sectors is desirable

Satisfactory Enhanced DBS clearance

Duration

6 months in the first instance, but with the expectation of extending into a permanent contract for the right person, and continuing funding

Application Instructions

Please apply by requesting an application form from Abigail Traynor, abigail.traynor@bradfordbirthto19.org, 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 in your application 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: 11 am Friday 23rd February 2024

Interview Dates: Thursday 29th February and Friday 1st March 2024

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 christian.bunting@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.

