

Job Description: Marketing Officer

Background of post

Over the last few years The Breastfeeding Network has significantly increased its marketing and social media work and reach. We are keen to continue this work with even more clearer and powerful marketing campaigns and activity.

The post of Marketing Officer will help us design campaigns that will promote our reach, help us share and raise knowledge of breastfeeding and peer support in a clear and non-judgmental way and help us to grow our supporter base across relevant agendas.

The Breastfeeding Network provides breastfeeding peer support currently via a variety of channels, including face to face support at breastfeeding groups, through home visits and on the National Breastfeeding Helpline, involving paid staff and trained volunteers. We are also increasingly sharing information and supporting parents via social media.

All these services contribute to improving health outcomes by offering timely and accessible breastfeeding support and also contribute to reducing health inequalities.

The project will enable those women who choose to breastfeed, access to appropriate support projects regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

Main duties

- To work with the Comms Team to plan, develop and implement relevant and inspiring marketing campaigns.
- To work with the Social Media Officer to help manage existing social media accounts in a way that enables the BfN to continue to support parents and share relevant information.
- To scope opportunities for developing BfN marketing campaigns to increase awareness of the organisation and of the support available with parents, health professionals, wider communities and potential funders.
- To work closely with Project Leads to develop suitable BfN branded materials that can be adapted for use locally, and to provide basic training in using these if needed.
- To scope and maximise opportunities for developing BfN marketing campaigns or products to help generate funds for the organisation.
- Help develop campaigns or materials to help promote the Friends of BfN and Friends of DIBM schemes working closely with Central Support.
- Work with the Central Support team to update, improve and maintain the BfN website and support any future development projects
- Support the planning and delivery of events, such as the annual conference, providing assistance with design, marketing, promotion and other tasks as required
- Work with the PR & Comms Manager to collate material, edit and produce the BfN News e-newsletter four times per year.
- To work with the Central Support Manager to plan and implement BfN's national fundraising campaigns (Move in May and BfN's Big Tea Break), including preparing copy, images and content to run alongside these.

- Work with the CEO and the Comms Team to identify and create content to support our national campaign work.
- Work with the Comms Team to develop methods of evaluating the effectiveness of our marketing work.
- Produce quarterly reports on marketing activity and reach to be shared with the board.
- Maintain data confidentiality at all times and fully comply with the requirements of the GDPR for any marketing or fundraising activity.
- Understand and comply with legal requirements and BfN Policies including Health and Safety, Information Governance, IT and Safeguarding.
- Undertake relevant training to help ensure our campaigns work is as accessible, inclusive and diverse as possible, that it reflects all of the families that we support, and that we are maximising our reach on all relevant platforms.
- Identify and raise areas for improvement.

Person Specification: Marketing Officer

Please refer to this document carefully when completing your application form and preparing for your interview. You must demonstrate how you meet the criteria on your application form.

Qualifications	Essential	Desirable
Continuous Breastfeeding Helper Registration with The Breastfeeding Network (BfN) since qualification and have had at least minimum supervision required from your named supervisor		✓
Breastfeeding Supporter Registration with the BfN or be currently in training to become a Breastfeeding Supporter, or be prepared to sign up to the next Breastfeeding Supporter training course.		✓
Experience of working as a volunteer with BfN offering breastfeeding support to mothers		✓
Show evidence of continued professional development since qualification		✓

Experience and Knowledge	Essential	Desirable
Experience of supporting mothers face to face with breastfeeding		✓
Experience of working in a marketing and/or fundraising role	✓	
Experience of graphic design, content creation and copywriting	✓	
Experience of working in a health or community setting in paid or volunteer capacity	✓	
Experience of working with diverse ethnic and social groups	✓	
Knowledge and understanding of importance and application of the BfN Code of Conduct	✓	
Knowledge of the BfN Equality and Diversity Policy	✓	

Skills and Abilities	Essential	Desirable
Ability to speak and write fluently in English	✓	
Ability to provide information and support to parents in a non-judgemental fashion	✓	
Ability to organise and manage work independently	✓	
Ability to work effectively as part of a team	✓	
Excellent interpersonal and communication skills	✓	
Ability to work with people from different cultures sensitively	✓	
Ability to keep information confidential	✓	
IT skills including managing social media sites, design packages including Canva, plus Microsoft Office packages	✓	
Able to set up and manage and develop interesting, relevant and eye catching content and marketing materials	✓	
Ability to maintain records and write reports	✓	
Awareness of and commitment to equal opportunities	✓	