

# Marketing Administrator

Join the team







# Who we are

Since 1988, Care for the Family has sought to promote strong family life and help those who face family difficulties.

We focus primarily on the following areas of family life: couple relationships, parenting and bereavement. Our aim is to be accessible to every family whatever their circumstances and to create resources and support that are preventative, evidence-based and easy to apply.

We are motivated by Christian compassion and love and are committed to supporting families of all faiths or none, with quality services and resources.



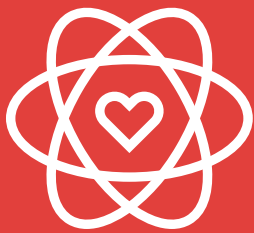
## Our Mission

We exist to strengthen and support family life.



## Our Vision

That all families will be able to find support during challenging times, and encouragement in the good times.



## Our Values

We will seek to act:

- with generosity of spirit
- with vulnerability
- by honouring the least



## Our Approach

The focus of our work is:

- with adults
- universally accessible
- evidence-based

## Employment Ethos

Care for the Family is a Christian organisation and for some roles there is an occupational requirement for the post holder to be able to demonstrate a commitment to the Christian faith. If there is such a requirement it will be included in the job description. Where this is the case, prospective staff will be asked to confirm that they assent to our statement of faith, which is a summary of the Nicene Creed.

# How our work helps

Each year, over



**70,000**

**people**

access Care for the  
Family services.



During 2024,



**110**

**new facilitators**

were trained who are now  
fully licensed and equipped to  
run the *Time Out for Parents*  
courses.

Each year



**50**

**single parent  
families**

are given a week-long  
adventure holiday to strengthen  
their family.

We reach over



**16,000**

**people**

a year through our  
live events all over  
the UK.

Several hundred parenting  
courses were run by licensed  
facilitators, reaching over



**2,000**

**parents**

across the UK.

Our teams produce over



**100**

**resources**

each year to support families  
whatever they are going  
through.

Through our befriending  
service



**100s**

**of individuals**

are supported each year,  
providing unique peer-to-  
peer support from trained  
befrienders.



## Role Description

<b>Hours:</b>	Full-time (37 hours per week)
<b>Location:</b>	Care for the Family, Tovey House, Newport. NP10 8BA
<b>Duration:</b>	Permanent
<b>Reports to:</b>	Marketing and Website Manager
<b>Salary:</b>	£23,492

Care for the Family is looking for a proactive, methodical and diligent individual with strong communication skills to join their fast-paced Marketing Team.

The post-holder will be the day-to-day support for the internal Telemarketing Team and facilitate outsourcing telemarketing work to external suppliers when needed. They will also work closely with the Marketing Coordinator to segment data and target specific audiences for email marketing and postal campaigns.

## Key Responsibilities

- Organise, train and support the internal Telemarketing Team with their day-to-day work during live tour event seasons
- Support the internal Telemarketing Team and external suppliers to fulfil requests for marketing materials for live tour events resulting from telemarketing campaigns promptly and efficiently
- Liaise with external marketing suppliers for timely, on budget and effective marketing campaigns
- Ensure that suppliers meet qualitative and quantitative targets, keeping the Marketing and Website Manager informed of any potential issues as they arise
- Act as the main marketing point of contact to churches hosting our live tour events
- Be a positive representation of the charity when interacting directly with our audiences
- Support the marketing team to segment data for targeted emails for a variety of audiences and internal stakeholders



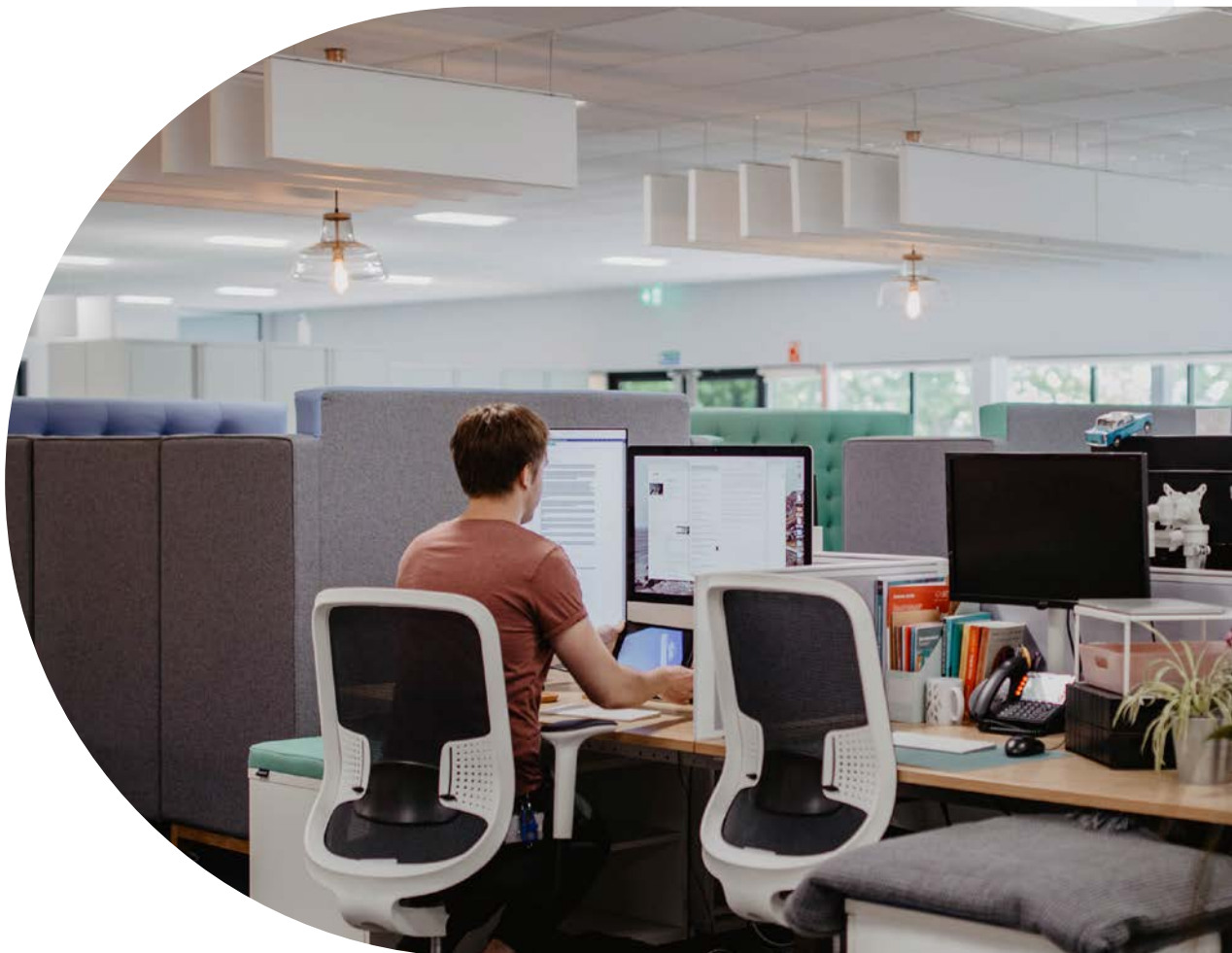


- Adhere to processes and policies when handling and processing data for use in post, email and telemarketing campaigns
- Support the wider marketing team as required with ad-hoc projects and online marketing campaigns
- Occasionally organise the volunteer team to send out marketing materials to relevant audiences
- Keep financial records updated, processing purchase orders and invoices

# Person Specification

## Essential

- Eager to learn new digital skills and a can-do attitude
- A methodical individual who has a systematic approach to work
- The ability to manage a workload to meet deadlines
- Ability to work as part of a team and support colleagues
- A diligent and conscientious approach to work
- Strong written and verbal communication skills
- Familiar with Microsoft Excel



## Desirable

- Experience in a customer support role or an understanding of telemarketing/sales calls best practices
- Familiar with CRM systems and practices
- An understanding of GDPR and marketing practices
- An understanding of multi-channel marketing campaigns

## Important

Nobody is perfect! You don't need to have experience in every area listed. We'd love to hear from you if you have some of these skills. We want to reflect the diversity of the communities we serve. Therefore, while of course we welcome all applications from interested and suitably experienced people, we would particularly welcome applicants from UK minority ethnic backgrounds and other under-represented groups.

## Additional Notes

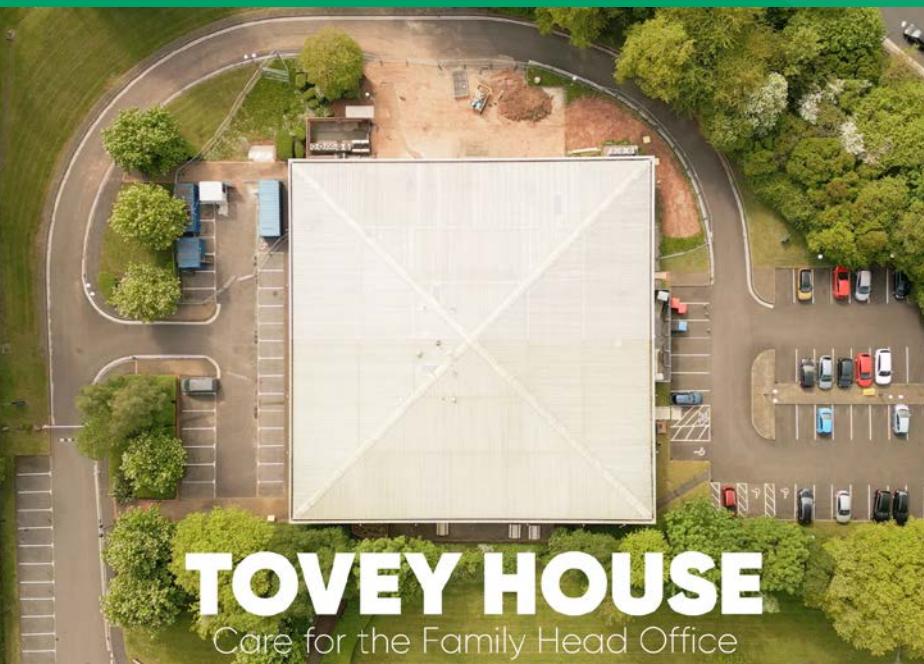
Due to the nature of the role and the organisation, we believe that this post is subject to an occupational requirement that the holder be a practising Christian under Part 1 of Schedule 9 of the Equality Act 2010. The role holder will additionally need to confirm that they agree with the Statement of Faith of Care for the Family.

## Terms and conditions

- This is a full time, permanent position. The salary will be £23,492 per annum.
- This position is 37 hours per week.
- The position is offered subject to the satisfactory completion of a three-month probationary period.
- Holiday entitlement is five weeks per annum, rising to six weeks after two years' continuous service, plus statutory holidays.
- CFF operates a group personal pension scheme and will contribute to an employee's plan, within the scheme, a monthly payment equivalent to 10% of their gross monthly salary once conditions for entry to the scheme have been met.







Want to know what  
life is like at Care for the  
Family?

Have a watch of our  
introductory video:



## Life at Tovey House

Relationship is at the heart of everything that we do. For that reason, we place a high value on working together collaboratively in our Newport office. Just moments from the M4 and A48, Tovey House provides a purpose-built, comfortable, modern and welcoming environment.

We are just a few miles from Cardiff, and 45 minutes from Bristol. Tovey House underwent a complete renovation in 2019, creating an attractive office space with room for collaboration and hosting events. We have ample free parking, and a hotel, pub and coffee shop a 5-minute walk away.



# Why work at Care for the Family?

- ✓ The knowledge that you are part of a team making a difference to family life in our nation, and beyond.
- ✓ 5 weeks annual leave (pro rata) rising to 6 weeks after 2 years' service, plus bank holidays.
- ✓ 10% non-contributory employer personal pension scheme.
- ✓ Security for your loved ones through company life insurance to the value of three times your annual salary.
- ✓ Family-friendly culture (the doors are locked at 6pm!) and policies including enhanced maternity pay.
- ✓ Secure, free parking for all employees - taking some of the stress and cost out of getting to work.
- ✓ Bottomless free tea and Fairtrade 'Kingdom Coffee' available all day.
- ✓ Prayer meetings twice weekly, as well as a dedicated prayer space in our Tovey House office.
- ✓ Staff conferences and events to build relationships, equip and encourage.
- ✓ Access to an Employee Assistance Programme and a variety of staff wellbeing groups.



**STAFF DEVELOPMENT**  
**THE BIRKMAN METHOD**

At Care for the Family, we use a self-assessment tool called The Birkman Method.

We use Birkman to help increase awareness of ourselves and others and improve communication and relationships. Birkman has been used all over the world for 65 years to develop leaders, improve teamwork, and help us gain insight into our usual style, interests, needs and stress behaviours.

If you are selected for interview you will be asked to complete a Birkman questionnaire online. This is useful to us as it helps to paint a comprehensive picture of an individual's personality and motivations.

Care for the Family is a Christian initiative to strengthen family life, offering support to everyone.  
A registered charity (England and Wales: 1066905; Scotland: SC038497).  
A company limited by guarantee no. 3482910. Registered in England and Wales.  
Registered office: Tovey House, Cleppa Park, Newport, NP10 8BA.

