

Direct Marketing Administrator

Join the team





Who we are

Since 1988, Care for the Family has been a charity that exists to strengthen families. As an organization our vision has always been to not only provide help and support in the tough times, but to help families put down strong roots in the good times, helping them to weather the storms of life if and when they arise.

We offer courses, events and resources to promote and support thriving family life, as well as preventative care to assist families through crises and help prevent relational breakdown. We operate specialist initiatives such as our national befriending support, coming alongside families who are facing the most challenging of circumstances, including parenting children with additional needs or coping with the loss of a child.

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



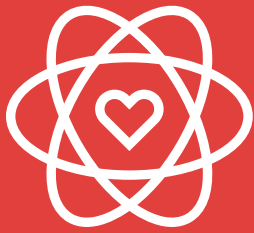
Our Mission

We exist to strengthen and support family life.



Our Vision

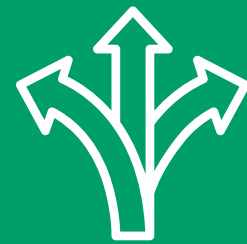
That all families will be able to find support during challenging times, and encouragement in the good times.



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 organization 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 affirm our statement of faith.

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.

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.

Direct Marketing Administrator

Role Description

- Hours:** Full time (37 hours per week)
- Location:** Care for the Family, Tovey House, Newport, NP10 8BA
- Duration:** Permanent
- Reports to:** Marketing and Website Manager
- Salary:** £24,455 (plus 10% non-contributory pension contribution)

We are looking for a proactive, organised and detail-focused Direct Marketing Administrator to play an important role in delivering targeted campaigns that connect the right people with the right support at the right time.

This is an excellent opportunity for someone at an earlier stage in their marketing or administration career who enjoys working with data, systems and people. In this role, you will provide day-to-day support for our internal direct marketing activity, work closely with colleagues across the marketing team, and help shape well-targeted email, postal and telephone campaigns that supports family life across the UK.



Key Responsibilities

- Work with colleagues to prepare and segment data for targeted email, postal and telephone campaigns for a range of audiences and stakeholders
- Build positive working relationships with external suppliers to help deliver effective, timely and cost-conscious marketing activity
- Monitor campaign delivery and flag any issues quickly to the Marketing and Website Manager so that plans stay on track
- Support and encourage the internal telemarketing team in their day-to-day work, helping them stay organised and effective during busy live tour event seasons
- Help ensure requests for marketing materials generated through telemarketing campaigns are fulfilled promptly and accurately for live tour events
- Represent Care for the Family warmly and professionally in interactions with supporters, contacts and wider audiences
- Follow agreed processes and policies to handle data carefully and accurately for use in multi-channel direct marketing campaigns
- Contribute to the wider work of the marketing team through ad hoc projects and support for online campaigns where needed
- Occasionally coordinate volunteer support for sending marketing materials to relevant audiences
- Maintain accurate financial administration, including processing purchase orders and invoices



Person Specification

Essential:

- Confidence using a range of IT systems and software, with the enthusiasm to learn new digital tools and skills
- A positive, can-do attitude and the flexibility to contribute in a fast-paced, busy team environment
- A methodical and systematic approach to work, with the ability to follow agreed processes carefully
- Strong organizational skills and the ability to manage competing priorities while meeting deadlines
- Diligent and conscientious approach, with close attention to detail
- Enjoys working collaboratively and supporting colleagues to achieve shared goals
- Strong written and verbal communication skills
- Good working knowledge of Microsoft Excel and other Microsoft Office applications
- Comfortable using online systems and software for managing data, reporting and communication

Desirable:

- Experience in an office, administrative or coordinator-style role
- Experience in a customer support environment or an understanding of good practice in telemarketing or outbound calling
- Familiarity with CRM systems
- An understanding of GDPR and responsible marketing practice
- An awareness of how multi-channel marketing campaigns work



Additional Information

Although we are an organization built upon a Christian ethos, we do not consider this role to be one which carries an occupational requirement for the post holder to be a practising Christian under the requirements outlined in Part 1 of Schedule 9 of the Equality Act 2010. However, due to the nature of the organization and the integral part this role will play, we would like someone who is comfortable working in a Christian context and working to support our Christian ethos.

Terms and Conditions

This is a full-time, permanent position. The salary will be £24,455 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.



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.

