

Communications and Marketing Lead Job Description



HOPE + OPPORTUNITY

Salary: £50 000 to £60 000 per annum
Location: South East (hybrid and regional working)
Contract: 12-months FTC, full time
Reports to: Head of Fostering / Head of Service,
Regional Fostering Hub
Organisation: Home and Future – South East
Regional Care Cooperative

ABOUT HOME AND FUTURE

LEADING SYSTEM CHANGE TO DELIVER THE RIGHT LOCAL HOMES FOR CHILDREN AND YOUNG PEOPLE

Home and Future is one of the first two Regional Care Cooperatives (RCCs) to be established in England, developed in the South East following a recommendation from the Independent Review of Children's Social Care led by Josh MacAlister.

We are an independent, not-for-profit company bringing together local authorities across the South East with one shared mission: to provide the right local homes, the right support and the right workforce for our children and young people.

As we move from development into delivery, it is an exciting time to join us. We are looking for an experienced Communications and Marketing Lead to provide strategic leadership for regional communications, marketing, digital engagement, stakeholder engagement and innovation across the Regional Fostering Hub.

If you bring strategic communications and marketing expertise, strong partnership leadership and a commitment to improving fostering recruitment, retention and sufficiency, we would be delighted to hear from you.

THE ROLE

PURPOSE OF THE ROLE

The Communications and Marketing Lead will provide strategic leadership for communications, marketing, digital engagement, stakeholder engagement and transformational projects across the Regional Fostering Hub. The role will ensure that innovative, evidence-informed activity supports foster carer recruitment, retention and sufficiency across the region.

As a senior leader within the Hub, the postholder will influence local, regional and national stakeholders, lead coordinated campaigns and digital activity, manage budgets and resources, and ensure communications and engagement activity supports the long-term objectives of the fostering partnership.

You will be involved in:

- Regional strategy: Developing and leading the regional communications, marketing, engagement and digital strategy.
- Campaign delivery: Directing integrated, insight-led recruitment and retention campaigns across participating local authorities.
- Digital and customer journeys: Overseeing websites, digital platforms, CRM-enabled journeys and audience engagement activity.
- Leadership and partnership: Providing strategic advice, leading specialist staff and coordinating activity across the regional partnership.
- Insight and evaluation: Using performance, market intelligence and customer insight to guide investment and improvement.
- Innovation: Leading transformational projects and new approaches that strengthen recruitment, assessment, support and retention.

ROLE PROFILE

Role profile family: Manager

Role profile number and grade:

Number of posts: 1

Number of staff managed:

Service / team: Children operational services / Placement services Fostering

Original reporting line: Regional Head of Service Fostering

SERVICE / FUNCTION CONTEXT

the Regional Fostering Hub forms a crucial component of a fresh fostering recruitment and retention initiative, funded by the Department for Education (DfE). This initiative encompasses:

Our overarching goal is to ensure an ample supply of skilled and nurturing foster carers who can provide caring and loving homes for all the children in our region. The Marketing and Communications Lead will be instrumental in facilitating the operational aspects of the recruitment support hub and will be pivotal in realising this vision.

The objectives of the regional fostering recruitment hub are as follows:

RESPONSIBILITIES, ACTIVITIES AND DUTIES

- Work alongside the Regional Recruitment Team Manager to develop the overall direction of travel for Home and Future Regional Fostering Hub setting it out its overall strategy of work. The Communications and Marketing Lead will be expected to deputise for the Team Manager when necessary.
- Providing day to day leadership and line management of all direct reports, ensuring their workloads are managed effectively and efficiently and resources are allocated according to demand, developing their professional skills and performance and helping them meet their agreed objectives.
- Develop and lead the regional communications, marketing, engagement and digital strategy, ensuring alignment with organisational priorities, fostering sufficiency objectives and regional improvement plans.
- Oversee and align the activity of all participating local authorities and ensure a coordinated joined up approach to regional and local activity to feed directly each local authorities sufficiency strategy.
- Provide strategic advice and challenge to Directors of Children's Services, Assistant Directors, senior leaders and partnership boards on communications, marketing, stakeholder engagement and reputation management matters.
- Influence and shape regional and national approaches to fostering recruitment and retention through innovation, partnership working, insight and best practice development.
- Represent the Hub at regional and national forums, building strategic relationships with government departments, local authorities, sector bodies, agencies and partners.
- Utilise research and analysis to steer various marketing endeavors, crafting innovative advertising campaigns and generating concepts that resonate with local communities to encourage fostering consideration.
- Manage and control annual marketing, communications and project budgets exceeding £500,000, ensuring effective commissioning, procurement, contract management and achievement of value-for-money outcomes.

- Authorise and monitor expenditure, procurement decisions, campaign investment and project resources, ensuring financial controls and governance requirements are met.
- Evaluate and prioritise investment opportunities, making evidence-based decisions on the allocation of resources to maximise recruitment, retention and service impact.
- Lead and manage a multidisciplinary team comprising communications, marketing, digital, recruitment engagement and project delivery staff, ensuring the delivery of high-quality services and outcomes.
- Develop and implement workforce plans that build organisational capacity, succession planning and professional development across specialist functions.
- Provide leadership and direction to managers and specialist staff, establishing clear objectives, performance expectations and accountability frameworks.
- Direct the development and delivery of integrated multi-channel communications and marketing strategies, ensuring activity is insight-led, measurable and achieves regional recruitment and retention objectives.
- Determine regional brand, campaign and audience engagement strategies, ensuring consistency, quality and impact across all participating local authorities.
- Oversee all digital platforms, customer journeys, CRM systems, digital optimisation and audience engagement activity, ensuring continuous improvement and return on investment.
- Lead the development and delivery of major regional innovation programmes and transformational projects that improve recruitment, assessment, support and retention pathways for foster carers.
- Identify and implement new technologies, digital solutions and innovative service models that improve customer experience, operational effectiveness and regional outcomes.
- Direct complex cross-organisational projects, ensuring effective governance, risk management, stakeholder engagement and successful delivery of agreed benefits.
- Analyse and interpret regional performance, market intelligence and customer insight to inform strategic planning, service development and investment decisions.
- Establish performance frameworks and evaluation methodologies to measure return on investment, campaign effectiveness and organisational impact.
- Recommend and implement service improvements to Hub and LA senior leaders based upon evidence, emerging trends and best practice across the fostering sector.
- Oversee and update the South East fostering website, offering statistical insights to guide future campaigns.
- Create promotional materials targeting the recruitment of carers for specific groups of children.
- Organise and execute a range of events, promotions, and outreach initiatives to advocate fostering across the region.
- Cultivate relationships with local community entities such as businesses, groups, schools, and churches to bolster fostering recruitment efforts and reach target demographics.
- Stay informed about fostering campaigns, monitoring activities in other organisations and nationally to inform the Hub's recruitment strategy.
- Coordinate messaging for internal and external stakeholders, including senior staff like chief executives and council leaders.

- Spearhead the development of digital and social media platforms to facilitate easy access to virtual peer support.
- Craft positive narratives to raise awareness about fostering within the South East community.
- Lead the production of fostering promotional publications for the South East cluster, handling copywriting, editing, proofreading, and liaising with graphic designers and printers.
- Assess and analyse sensitive and confidential data, ensuring information security.
- Operate within budget constraints while striving for cost-effectiveness in all endeavors.
- Contribute to long-term sustainability plans for the recruitment hub's development.

KNOWLEDGE AND EXPERIENCE

Essential:

- Excellent presentation skills and communications skills, both oral and written, as well offline and digital marketing skills as positive engagement with local businesses and community groups is essential
- Experience managing budgets
- Experience managing multi-disciplinary teams
- Experience of delivering integrated marketing campaigns that produce measurable results
- Experience of working within a PR/marketing environment
- Knowledge of publicity, communication and media issues
- Strong IT and report writing skills
- Experience of presenting and delivering to a public audience
- Ability to understand, analyse and distil a clear message from complex information
- Experience in collating content for, designing and publishing social media posts
- Experience managing social media accounts, writing posts, and planning to a social media calendar
- Ability to think creatively
- A flexible approach to working outside of normal office hours
- Energy, resilience, humour determination and the ability to work under pressure whilst maintaining a collaborative style of working.
- Fluent English language skills

Desirable:

- Knowledge of Children's Services
- Knowledge of fostering matters and the challenges surrounding looked after children
- Experience of working in people services, either in the public or private sector
- Experience of marketing and recruitment for fostering services
- Experience of working with Adobe Suite, particularly InDesign, Illustrator and Photoshop
- Ability to communicate with both children and adults

GENERAL REQUIREMENTS

- Work in accordance with Home and Future policies, governance, financial controls and information-governance requirements.
- Promote safeguarding and the welfare of children and young people in all aspects of the role.

- Support equality, diversity, inclusion and accessible engagement across regional activity.
- Undertake regional travel and occasional work outside normal office hours where required, with reasonable adjustments considered.
- Appointment will be subject to the pre-employment checks required for the final duties of the role.
- Undertake other duties commensurate with the seniority and purpose of the post.

Please send your CV and a supporting statement telling us about your experience and what inspires you about this role to: **recruitment@homeandfuture.org.uk** **Closing date: 6th November 2026**