



- Job Title:** Marketing and Recruitment Officer (part-time)
- Cornerstone Office:** Head Office is Doncaster; we also have an office in Newcastle upon Tyne, and one near Stirling in Scotland.
- Accountable to:** CEO for interim period only; then Service Support Manager (HR, Administration and Marketing) once recruited

Job Description

Overall Main Duties

1. Work with the Senior Management Team (SMT) to develop a recruitment strategy (both staff and foster carer/adoptive parents/panel members/volunteers) to target areas where we already have a significant presence and to develop into new areas
2. To develop effective on and offline marketing materials and messaging to target Christian couples and individuals to turn interest into enquiries and then enquiries into applications to foster or adopt
3. To effectively promote the work of Cornerstone and Foundations Matter
4. To assist Service Support Manager (HR, Administration and Marketing) with safe recruitment activities as and where required – to include but not limited to interviewing, shortlisting, collection and collation of necessary personnel information and paperwork, and management of personnel files
5. To interface closely with our contracted-out HR consultancy partners in pursuit of 4 above via regular meetings and correspondence.

Christian Context

- As a Christian organisation Cornerstone has a Genuine Occupational Requirement (GOR) on all posts and only employs Christian staff who affirm the 'Statement of Faith' and who agree to the 'Code of Practice.
- All aspects of the work will be carried out in a manner consistent with the aims of Cornerstone.
- The post holder is expected to engage in a variety of activities that are consistent with a practising Christian lifestyle in all aspects of the above job description (including worship, Bible study, prayer, fasting).

Personal Specification

Qualifications and Professional registrations (if applicable)

Knowledge/Experience

- Experience of working to the tight timescales demanded by recruitment processes and safer caring recruitment standards
- Working in an environment requiring a high level of confidentiality and commitment
- Experience in high quality content creation for social media platforms that would drive Foster Carer recruitment and occasional staff recruitment
- Proven web design and/or maintenance skills
- Experience in designing and running targeted social media campaigns on Facebook and other social media platforms
- Knowledge of and skills in making connections with a variety of church denominations and other Christian organisations and wider relevant stakeholders

Essential

- Experience in creating marketing plans using not only social media; strategic execution of approved plans
- Good communication skills, both written and oral, including presentation of reports
- Good people skills and the ability to deal with others with integrity and diplomacy
- Ability to maintain high standards of confidentiality
- The ability to anticipate needs, challenges and prioritise tasks
- An ability to be self-directing and take personal responsibility for effective time management and demands of the workload
- Ability to multi-task
- A high level of concentration, accuracy and attention to detail
- A high level of computer literacy, numeracy and IT competence

Desirable

- Demonstrable experience of children's social care/fostering/adoption sector, along with the work of local authorities and charities
- Experience of strategic development work
- Experience of working with volunteers
- Experience speaking to an audience either in a church context or in the media etc.

Disposition

- A determination to do everything to the highest standard in line with Cornerstone's Core Values
- Able to take responsibility and exercise appropriate initiative.
- Ability to work unsupervised.
- A commitment to work as part of a multi-disciplinary team. varied
- The flexibility and willingness to be available when necessary at short notice
- A full understanding of and sympathy towards Cornerstone's aims and objectives both as a charity and as a Christian organisation
- A willingness to sign Cornerstone's 'Statement of Faith' and 'Code of Practice'

Terms & Conditions

- Hours: Part-time (25h per week – 0.7 full-time equivalent (FTE)):
- Exact working pattern in terms of days/hours to be established; role will be a hybrid flexible one with an agreed minimum number of

hours worked in the office, and the remainder worked at various offices/locations and the applicant's home

Holidays: 25+3 days per annum pro rata, where 3 days (pro-rata) must be taken between Christmas and New Year's Day when the office is closed.

Salary: £25,000 full-time equivalent (FTE) – to be pro-rated for your hours/role

Pension: Non-contributory employer pension contribution of 8% after successful completion of the probationary period

Start: Role is available for immediate start; to be negotiated following successful application and referencing.

Cornerstone reserves the right to amend or add to this job description at its discretion. Changes will be discussed with you in person.