

A young girl with dark hair, wearing a grey hoodie, stands in front of a rough, textured stone wall. She has her arms around a child whose head is visible behind her. The scene is lit with dramatic, low-key lighting, creating a somber and intimate atmosphere. The bottom of the image is torn away, revealing a white background.

**JOIN OUR FIGHT**  
**FOR CHILDREN AT RISK**  
**ON THE STREETS OF**  
**THE UK, INDIA AND**  
**EAST AFRICA**

**DIGITAL MARKETING MANAGER (TEMPORARY)**  
**RECRUITMENT PACK**

RAILWAY  
**children**  
Fighting for street children



## WE BELIEVE IN A WORLD WHERE NO CHILD HAS TO LIVE ON THE STREETS

At Railway Children, we fight for vulnerable children who live alone and at risk on the streets, where they suffer abuse and exploitation. They run away or are forced to leave homes where they suffer poverty, violence, abuse and neglect.

They find themselves living on the streets because they've nowhere else to go and nobody to turn to.

Every day we fight to change their story.

### STREET CHILDREN ARE ABUSED, PIMPED, BEATEN, SOLD AND TRAFFICKED

Abusers know exactly where to find them and how to lure them in. Once in their hands, most street children are lost forever. We're there to reach them first.

With projects in the UK, India and East Africa, we aim to reach these children as soon as they arrive on the streets and intervene before an abuser can.

Our pioneering work enables us to get to children before the streets get to them.



# WE KEEP CHILDREN OFF THE STREETS FOR GOOD

## WE DO THIS IN THREE WAYS

### ON THE STREETS

We race to reach a child on the streets before abusers, drug dealers and traffickers do. Finding them shelter, food and support is the first step.

### IN COMMUNITIES

We work with families, neighbours and wider communities to raise awareness, change perceptions and to help all children get the support they need to stay safe.

### WITH GOVERNMENTS

If the system doesn't change, nothing does. We lobby governments, pressurise and campaign until we get the policy changes that keep children safe, well and off the streets forever.



# WE WILL NEVER STOP FIGHTING FOR STREET CHILDREN. WILL YOU?

At Railway Children, we see ourselves as warriors, united in changing the long-term future for children living alone and at risk on the streets.

Our passion and values underpin everything we do. They unite us and provide the energy and optimism that drives us to work harder and harder for the children and young people we are privileged to help.

If you share our passion and our values, the chances are, you'll fit right in.

## Effectiveness

Our work is constantly judged on results and impact and then assessed to ensure maximum return on investment, both in our programme outputs and financially. Every penny of donors' money is invested with care and attention to detail.

## Innovation

We think outside the box, and are constantly reviewing our work to find new and improved ways of doing the best for our beneficiaries. We are a leader, not a follower and constantly push ourselves to deliver sector leading work.

## Bravery

We are not afraid to push the boundaries, ask the tough questions, try new things or challenge the norm in order to change the world.

## Honesty & Integrity

We will always act with integrity towards our supporters, partners and peers, acting in the best interests of our beneficiaries at all times.

Sound like you? Then read on...



# THE ROLE

## DIGITAL MARKETING MANAGER (TEMPORARY)

Maternity Cover - expected to last 12 - 14 months.

<b>Responsible to:</b>	Marketing Manager
<b>Salary:</b>	up to £30,000, depending on experience
<b>Hours:</b>	37 hours
<b>Annual Leave:</b>	25 days per annum plus statutory bank holidays
<b>Location:</b>	Sandbach, Cheshire

# JOB PURPOSE

To lead and champion digital engagement across the whole organisation.

Take a strategic approach to ensuring the effective planning, delivery and evaluation of all digital activities. This includes website, online marketing, online engagement, social media networks, e-commerce, online fundraising, video, and various internet projects, all geared towards achieving greater visibility and fundraising success.

# KEY RESPONSIBILITIES

- Develop and manage Railway Children's digital platforms to meet organisational objectives.
- Manage budgets for digital-led activities and tools.
- Report, review, recommend and take action on digital channel performance metrics.
- Develop our digital marketing strategy, in line with the overall marketing and organisational strategies.
- Plan graphics and related content for digital channels.
- Lead on all digital projects to ensure our internal and external stakeholders receive the best possible experience.
- Work with stakeholders to advise how digital communications can support their objectives.
- Plan and deliver integrated communications across a number of digital channels including web, email, social media, Adwords and other e-communications.
- Coordinate and deliver all social media content across integrated social media platforms.
- Coordinate online media campaigns, including procurement, production, and distribution of collateral.
- Project manage multiple initiatives simultaneously and deliver related integrated digital communications plans.
- Manage the relationship with our web agency and project manage developments.
- Service and coordinate web content using and maintaining our content management systems.
- Monitor and optimise our use of Search Engine Optimisation and web analytical tools.
- Maximise awareness of the Railway Children brand and products through online Adword campaigns.
- Develop, protect and promote the Railway Children brand through our digital channels, ensuring Railway Children is recognised as the lead agency working for children who live on the streets.
- Support our in-country teams with the development and delivery of their digital platforms, developing unique audiences and ensuring brand synergy.
- Preparation and support with occasional funding bids and reporting back to donors.



## GENERAL MARKETING DUTIES

- Ensure all digital project timelines are plotted, managed & achieved.
- Ensure the Railway Children brand is applied consistently across all channels and all geographic territories.
- Help all project teams devise timelines & key delivery dates for all digital communication projects.
- Manage the digital communications schedule & ensure any conflicts are avoided.
- Keep all digital asset management and project software up to date and archive completed projects.
- Produce timely updates for all project leaders in respect to digital projects.
- Work with the rest of the marketing team to implement insight, monitoring and measurement processes, evolving plans to ensure we communicate digitally with the right audience at the right time in the most effective way.

## GENERAL DUTIES

- Uphold and work within Railway Children's policies and procedures.
- Actively promote and embody Railway Children's core values of Integrity, Bravery, Innovation and Effectiveness across the organisation and partners.
- Travel to Railway Children's field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.

# ABOUT YOU

## EXPERIENCE

- Substantial project management experience.
- Experience of using statistical analysis and social media insights, to evaluate and make proactive recommendations for future activity.

## KNOWLEDGE AND SKILLS

- Innovative approach to communicating with diverse audiences through digital channels.
- Strong internal & external stakeholder relationship building skills.
- Excellent organisation skills.
- Demonstrable understanding of how digital channels complement off-line marketing activities.
- Strong knowledge of the inner-workings of digital projects.
- In-depth knowledge of current and emerging social media platforms.
- An analytical and numerical approach, with a keen eye for detail.
- Strong understanding of our market place.
- Demonstrable success in building brand presence online.
- An understanding of GDPR.
- Awareness of how to use social media, interactive media tools and video content to visually engage with audiences.

## EDUCATION/QUALIFICATIONS

- Marketing qualification or minimum of 5 years digital marketing experience.

## APTITUDE

- Ability to work as part of a team to achieve departmental objectives
- Flexible, proactive and solution-oriented approach to work
- Excellent interpersonal skills and the ability to communicate effectively in writing and face-to-face
- Demonstrable commitment to and the ability to uphold and promote Railway Children's core values of Integrity, Bravery, Innovation and Effectiveness in all activities.
- The ability to manage budgets and scope entire digital projects.
- Passion for all things digital and willingness to keep up with trends.
- A constant drive for creativity and innovation.



# OUR HOME

## SANDBACH, CHESHIRE.

Railway Children HQ is conveniently located in the market town of Sandbach, just two minutes from Junction 17 of the M6 motorway. No need for wishing your life away in the car or on public transport whilst trying to get into a city centre – our location is easy to get to, has loads of free parking and plenty of shops and cafes for lunch breaks.

We attract staff from all over the North West, with Manchester city centre just a 40 minute commute and Liverpool less than an hours drive.

Some of our staff think that Sandbach is so great, they live here. As well as the many shops, bars and restaurants, the town has numerous sports clubs, great schools and of course the weekly market.

If you're a fan of live music, the market occasionally attracts a busker who performs his very small repertoire of Oasis songs directly outside our offices.

Local bus routes run through the town and Sandbach Railway Station is well connected to the main Manchester – Crewe line.





# A GREAT PLACE TO WORK.

## THE BENEFITS

As well as helping some of the world's most vulnerable children and young people, there are some great perks if you're lucky enough to work for Railway Children.

### Project Visits

Where possible we encourage our staff to visit our projects and experience the work we do. That could be here, India, or East Africa.

### Time Out

You will start with 25 days holiday per year to recharge the batteries, after three years this will increase by an extra day per year until you reach a very relaxing 30 days leave.

### 'Railway Children Day'

We might not be able to fund a Christmas party but because our Trustees value what we do, they grant an additional day per year where the office is closed, usually around Christmas time.

### A culture we're proud of

Driven by our CEO, family values are at the heart of our culture and make Railway Children an incredible place to work. As well as a flexible working environment, it's one of the reasons why our staff retention is so impressive.



# STILL INTERESTED?

## HOW TO APPLY...

To apply for this post, please submit a letter outlining how you meet the criteria and your current curriculum vitae to:

[g.frost@railwaychildren.org.uk](mailto:g.frost@railwaychildren.org.uk)

Applications can also be posted to:

Graham Frost  
Marketing Manager  
Railway Children  
First Floor, 1 The Commons  
Sandbach, Cheshire, CW11 1EG

We regret that it is not possible to respond to every applicant and only those selected for interview will be notified.

Closing date: Thursday 31st May 2018

**THANK YOU.**

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