



**Safe  
Families**



**Home  
for Good**

# **DIGITAL CAMPAIGN LEAD (NATIONAL)**

## **INFORMATION PACK**

### **APPLICATION DEADLINE** Tuesday 2nd September

Safe Families for Children UK includes both Safe Families and Home for Good and is a Registered Charity in England and Wales No. 1150405 and Registered Charity in Scotland No. SC048207 and Company Limited by Guarantee Registered in England and Wales No. 08134971. The Registered Office is 4 Diamond Court, Kingston Park, Newcastle upon Tyne, NE3 2EN.

# INTRODUCTION

**Thank you for your interest in the Digital Campaign Lead (National) post. This information pack outlines the role and provides information about Safe Families and Home for Good and includes:**

- An introduction to Safe Families, Home for Good and the National region
- Job Description
- Person Specification
- Essential employment information

As Safe Families and Home for Good we exist to ensure every child has a safe, nurturing home, and every family has the support they need to overcome challenges.

We are a fast growing team of 200+ staff and 5,000+ volunteers offering hope, belonging and support to children, families and care leavers. We do this primarily with and through the local church. Everyday we hear where lives are transformed through someone offering hospitality and belonging, simply being there for someone who needs a friend or family. We are driven

by these acts and the stories that result.

We are looking for people who embody our values to become part of our thriving, innovative team, dedicated to empowering churches and individuals to make a real difference.

We care deeply about this being a place where you can bring your whole self to work and believe that having a loving and supportive work environment is vital to our own ability to belong.

We are passionate about increasing the diversity of our team particularly with respect

to representation from those who have lived experience with the social care system as well as black and minority ethnic groups. We believe that diverse teams are more effective teams.

We are excited you are exploring joining us and we look forward to getting to know you,

Love,

Kat Osborn  
**Co-CEO Safe Families and Home for Good**



Safe Families vision is that no one should feel alone and so Safe Families seek to create relationship and connection for children and their families so that they can thrive. Like Home for Good, Safe Families partner with the church to train and support their members to offer hope and belonging to families.



Home for Good's vision is to find a home for every child who needs one through fostering, adoption and supported lodgings for teenagers. Home for Good works with the Church to inspire and support individuals and families to respond to the needs of children and young people in care, and particularly those who wait the longest for the right home.



## NATIONAL TEAM

The Safe Families and Home for Good National Team covers everything that drives Safe Families forward. Communications, Fundraising, Advocacy, Solutions & Systems, Finance, People & Culture and Training - as a team we do everything possible to help provide the best support for children, families and churches

Made up of over 30 people based in offices all over the UK, our team is caring, passionate and talented. We've more than doubled in size in the last couple of years, so there are lots of exciting opportunities for growth!

Our work together is primarily virtual but we make it a priority to meet face-to-face as often as possible to build strong relationships.

### MATT JONES

Director of Communications, Advocacy and Fundraising



**10,821**

Families connected into community



**1000**

Enquiries into adoption, fostering and supported lodgings in 2024



**1,463**

Churches and community



**24,981**

Children supported



**5,503**

Current volunteers



**68**

Peer support groups



**10,456**

Bed nights

Figures accurate as of 1st February 2025





## Tam's Story

Tam had 2 young children when she needed to move into temporary accommodation for her and the children's safety. She grew up in care and had no support network but desperately wanted to do the best for her children.

Safe Families were able to put 5 volunteers from 2 local churches around Tam and over a period of 18 months. They all played different roles in helping her gain the confidence she needed to start to thrive.

Peter and Vivienne would help look after the children and became like the grandparents they never had.

Ray and Sue helped Tam find a home and taught her how to look after the garden – they even built a shed together.

Mary would grab shopping for Tam and be someone she could speak to when she needed to connect.

Tam said “They were so supportive. I couldn't ask for more. When you are in a bad place they help make it positive. So you're not on your own.”

### WATCH TAM'S STORY

Scan the QR code or visit  
[safefamilies.uk/tams-story](https://safefamilies.uk/tams-story)





## Matt's\* Story

Matt\* shares how Home for Good have been part of his family's journey towards adoption.

I remember not long after we were married, a Home for Good speaker came to our church. The message he shared was inspiring, and it touched my heart – I'd wanted to adopt for as long as I could remember. But it didn't feel like the right time for us yet, as we were thinking about having birth children before adopting.

Three birth children later, and we went to a few initial adoption meetings and information sessions, where we were told that we should wait until our birth children were a little bit older – we know now this is pretty common. So, we had to wait for a while.

But when our youngest had reached the age recommended to us, I remembered that speaker at church all those years ago, and decided to call Home for Good. I spoke to a really helpful member of the team, and after some conversation with them they referred us on to Adoption Matters, who they work closely with, and that got the ball rolling.

Home for Good talk about the whole Church having a part to play in showing welcome and care to children and teenagers who have been in care, and our church has been a really brilliant source of support to us.

When we began the process, we shared it with our church family, and we had members of our church praying for us at every step of the way. We had people in our church give references for us. We had members of the church come along to the ceremony when our little girl legally became a member of our family.

We went to Festival Manchester as a family in 2022. We were walking through the field, there were people everywhere. Through the crowd, we spotted someone in a Home for Good t-shirt.

We said hello, and had a conversation, and my wife and kids took a photo with their big Home for Good sign. It felt like a full-circle moment. Way back before we had any children, we met Home for Good and were inspired as they shared about God's heart for family.

Home for Good were our first point of contact when we were ready to begin our adoption journey. And now here was my family, cuddled together inside a Home for Good picture frame, our little girl in the middle of our family picture.

\*Name and image changed to protect identity

# OVERVIEW OF DIGITAL CAMPAIGN LEAD (NATIONAL)

Based within the Communications team, this role helps ensure communications activity is well-executed, through supporting the planning, execution, and optimization of marketing campaigns with a strong focus on technical implementation. This role ensures that marketing technologies, data integrations, and campaign automation tools are effectively leveraged to deliver high-performing campaigns across digital channels.

Alongside a focus on technical implementation, this role will also be required to support in campaign management, keeping activity on track, collaborating with internal teams and stakeholders, and ensuring communications content and tactics are delivered on time and to a high standard.

## EMPLOYMENT INFORMATION

### JOB TITLE

Digital Campaign Lead (National)

### LOCATION

National

### CONTRACT TYPE

This is a permanent contract. Subject to continued partnership funding.

### HOURS OF WORK

Full time or part time considered (37 hours 30 minutes)

### START DATE

Oct-25

### REPORTS TO

Communications Manager - Campaigns, Journeys and Brand

### SALARY

£ 26,280.00 - £ 28,280.00 (+£3,000 for London Weighting). Dependent on skills and experience.

### HOLIDAY ENTITLEMENT

36 days annual leave allowance (inclusive of bank holidays and Christmas closure), option to purchase additional leave and extra days added to your allowance with length of service. Pro-rated for part time staff.

### EMPLOYEE BENEFITS

After three months automatic enrolment into a generous salary sacrifice scheme with Aegon Retirement Choices. YuLife (Life insurance) and access to the employee assistance programme.

### PERIOD OF NOTICE

4 weeks notice by either party, following a successful probation period.

# ROLE RESPONSIBILITIES

## CAMPAIGN EXECUTION & AUTOMATION

1. Build and deploy digital campaigns across all channels, utilising platforms such as Hootsuite, Meta, Google Ads, Mailchimp, and our internally built CRM and database.
2. Set up and manage marketing automation workflows, triggers, and segmentation logic.
3. Manage accurate tracking and tagging (e.g., UTM parameters, pixels) across all digital assets and engagement paths.
4. Collaborate with IT and data teams to ensure seamless integration between CRM, CMS, and marketing platforms.
5. Compile reports on campaign performance: tracking engagement and conversion, using the insights gained to provide recommendations for improvements.
6. Implement and manage campaign tracking using tools such as Google Tag Manager, GA4, and other analytics platforms.
7. Set up and manage social media advertising through Meta Business Suite, including monitoring and adjusting ad performance to deliver maximum ROI.
8. Monitor ongoing campaign performance and provide actionable insights to optimise performance against objectives.
9. Project manage campaigns, ensuring effective coordination of tasks across the team to deliver the campaign on time and to brief.

## DATA MANAGEMENT

10. Lead and uphold best practice within the Comms team to ensure excellent data hygiene.
11. Support the Communications Manager for Campaigns, Journeys and Brand in ensuring all digital campaign activity remains compliant with GDPR and other data protection regulations and the privacy policy.
12. Manage audience segmentation and utilise digital tools to enable the personalisation of our communications to speak to the relevant audience wants and needs.
13. Champion the effective use of data across the Communications team to drive insights, ideas and innovations.

## COLLABORATION & SUPPORT

14. Work closely with Communications Leads to ensure technical feasibility of campaign ideas, briefing in content requirements and project timelines.
15. Work closely with the Communications Managers to execute communications plans across all digital channels.
16. Provide training and documentation for internal stakeholders on campaign tools and processes.

## ROLE RESPONSIBILITIES

17. Alongside the Communications Lead – Web and Digital, produce a monthly report on digital performance for the Communications team, including recommendations provided to the Communications Managers.
18. Support the production and delivery of our regular email newsletters, collaborating closely with the Communications Lead – PR and Copy to ensure our regular email content is delivered on time and to brief.
19. Contribute to the planning of our monthly social media schedule, to ensure alignment with campaign activity.
20. Alongside other members of the Communications team, respond to and engage with comments, and messages across our social media accounts.

# PERSON SPECIFICATION

## SKILLS & ABILITIES:

1. Proven ability in a digital marketing or marketing operations role.
2. Confident in use of marketing automation platforms (e.g., Marketo, Pardot, Mailchimp).
3. Strong understanding of email design principles: responsive design, dynamic content and automation workflows.
4. Proficient in analytics tools (Google Analytics, Looker Studio, Microsoft BI, etc.).
5. Excellent problem-solving skills and attention to detail.
6. Strong communication, project management and stakeholder management abilities.
7. Excellent organisation and time-management skills, with the ability to manage workload to meet deadlines.
8. Ability to consistently drive own workload, prioritise tasks and work independently.
9. Self-motivated, well organised and able to work with limited management input.
10. Strong written and verbal communication.
11. Evidence of ability to interpret and report on complex data.
12. Ability to effectively arrange, coordinate and host collaborative meetings across functions.
13. Able to build and manage positive relationships with internal and external stakeholders.

## ESSENTIAL QUALIFICATIONS AND EXPERIENCE:

14. Minimum of two years' experience in a related digital marketing or communications role.

## DESIRABLE EXPERIENCES, SKILLS, KNOWLEDGE AND QUALIFICATIONS

15. Bachelor's degree in marketing, digital media, communications, or a related field.
16. Certifications in marketing platforms (e.g., HubSpot, Google Analytics), or project management are advantageous.

## FURTHER NOTES

### EQUALITY

Safe Families and Home for Good actively encourage applications from Black, Asian and minority ethnic background candidates

### SAFEGUARDING

Completion of the recruitment process will involve the candidate being screened through an Enhanced DBS check. A criminal record will not necessarily be a bar to obtaining a position. A copy of our Rehabilitation of Offenders policy statement is available on request from [recruitment@safefamilies.uk](mailto:recruitment@safefamilies.uk)

If applying for a role in Northern Ireland, the application to AccessNI is governed by the AccessNI Code of practice which can be found [here](#).

### OCCUPATIONAL REQUIREMENT

This post has been identified as having an “occupational requirement” under Schedule 9, Part 1, paragraph 1 and 3 of the Equality Act 2010 where it is a requirement that this post be filled by a Christian (currently active and committed to the Christian faith). All candidates must evidence they support the vision and values of the organisation.

### APPLICATIONS

To apply please complete the application form via our website prior to the closing date - Tuesday 2nd September  
[safefamilies.uk/vacancies](https://safefamilies.uk/vacancies)

If you would like to discuss this role further please contact **Tim Brennan**  
[timbrennan@safefamilies.uk](mailto:timbrennan@safefamilies.uk)  
**07917909084**  
or email [recruitment@safefamilies.uk](mailto:recruitment@safefamilies.uk)

**APPLY NOW**



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