



HENRY
Communications and Marketing Officer
Application Pack



About HENRY

Childhood experiences last a lifetime - so every child deserves the best possible start in life. And although parents want a happy healthy future for their children, family life isn't always easy. We make sure families get the support they need so that they and their children are able to flourish throughout childhood and beyond.

HENRY is the leading national provider of evidence-based services to support a healthy start. We are currently working in partnership with NHS trusts, public health teams, children's services and other partners in around 40 local authorities. We support parents to transform family life for the better in all sorts of ways – including emotional wellbeing, family relationships, parenting skills, infant feeding, the home learning environment, improved nutrition and getting more active.

Our service offer

- Training for practitioners, equipping them with the confidence, understanding and skills to create the conditions for positive change in their work with families
- Family support services, including a wide range of workshops, group programmes, individual support, resources and online help
- Creating healthier communities through volunteering and supporting a healthy start in childcare settings

Our values

- **Partnership:** parents are the experts in their own family so we start with their experience and support them to make changes that they believe will lead to a healthier and happier life.
- **Strengths-based:** we acknowledge and build on all the things that are going well, fostering hope and self-belief.
- **Person-centred:** families face different challenges - we get alongside families and listen, building a relationship based on trust and empathy.
- **Respect:** we value families for who they are and seek to understand rather than judge.
- **Inclusive:** we find out about the difficulties that some families face in accessing support and work proactively to overcome barriers.
- **Excellence:** we strive to provide families with high quality and effective support, using reflective practice, evidence and feedback to improve our services.

Our impact

HENRY family support really works:

- 97% of families who join a HENRY family programme are leading a healthier lifestyle and enjoying family life more by the end
- Independent academic evaluation shows that families make long term changes, and parents themselves describe our support as 'life-changing'.

"For me this course helped me to break the bad habits that had been passed on to me through many generations. It's a big change that will make the children of tomorrow healthier. As parents you want to do the best for your children and the HENRY course definitely shows you the way to achieve that."

Our training for practitioners is transformative:

- 99% practitioners say it met or exceeded expectation
- 71% are still using the skills they develop through our training 12 months later, with many still using them 5 years on

“Excellent, inspirational training. I have been on many courses and this is the best one I have ever done.”

Our team

HENRY currently employs 45 staff. About one third are based at our national office near Oxford and half in 6 different locations (Hackney, Waltham Forest, Southend, Bradford, Leeds/Sheffield and Telford) delivering services and projects.

In addition to our employed staff team, 12 freelance trainers and 95 volunteers also play a crucial part in delivering HENRY services.

HENRY’s supportive ethos and high levels of staff satisfaction and commitment are evident in our annual staff surveys. Over 90% of staff tell us they are proud to work for HENRY, enjoy working with people at HENRY and feel they are treated with fairness and respect and that their views are listened to and valued.

Our future

This is an exciting time to be joining HENRY. Over the last 5 years we have successfully implemented ambitious plans for growth, increasing our income by 160% from £624k in 13/14 to £1,628k in 17/18. We now support 5,000 families a year through our different service contracts, grant-funded projects and licensed delivery of our programmes.

Over the last few months we have undertaken a major strategic review, shaping robust plans to continue this growth and offer HENRY support from conception to the teenage years.

Our strategic objectives from April 2019 are to:

- Continue to strengthen our work in the early years
- Extend HENRY to parents of children aged 5-11 and to teenagers
- Extend our reach through the use of digital technology and new partnerships
- Develop and maintain our reputation as a ‘centre of excellence’, working with academic partners to strengthen our evidence base and influencing national policy
- Develop new income-generating activities to support our core mission



Overview of role

Job Title	Communications and Marketing Officer
Office Base	National Office in Eynsham, Oxfordshire
Hours per week	Part-time permanent position (3 days per week)
Salary	£23,391 increasing by annual performance-related increments to £26,342 (actual salary £14,035 - £15,805)
Responsible to	Policy and Communication Manager
Annual leave	30 days per year plus bank holidays pro-rated
Pension	Access to pension scheme with a matched employer contribution of up to 6%

Job Purpose

To support the implementation of HENRY's marketing and communications strategy

Key working relationships:

- Policy and communications Manager
- Development Manager
- Local HENRY team members responsible for social media

Key Responsibilities

In line with HENRY's marketing and communications strategy:

1. Manage specific areas of HENRY's digital marketing and communications activity (website, social media)
2. Develop marketing activity and associated collateral to raise awareness and engagement with new and existing audiences
3. Support HENRY's media activity

1. **Manage specific areas of HENRY's digital marketing and communications activity**

- Manage the HENRY website
 - Oversee development of the HENRY website
 - Regularly review the website, ensuring it's kept up-to-date
 - Co-ordinate compilation and upload of new content as relevant, maintaining editorial oversight
 - Liaise with web development agency
 - Manage Google AdWords
- Co-ordinate social media activity
 - Manage the development and delivery of HENRY's social media activity across all channels (Facebook, Twitter, Instagram, LinkedIn, YouTube etc.)
 - Manage the development of compelling and engaging SM content
 - Be responsible for promoting the use of social media across local HENRY teams

- Provide support to local teams, maintaining an overview of content and ensure all posts are up-to-date
- Ensure all social media activity is aligned with HENRY's social media policy
- Compile marketing analytics data (social media, web, SEO)

2. Develop marketing activity to raise audience awareness and engagement

- Develop and implement tactics to raise HENRY's profile and engage new and existing audiences in line with marketing and fundraising strategies
- Manage the development and effective dissemination of marketing collateral such as brochures, flyers, newsletters etc.
- Co-ordinate development of case studies and family content bank:
 - Manage the development of a family content bank including photos, video, parent stories and testimonials
 - Manage the HENRY photobank
 - Manage the development of HENRY case studies (parent, practitioner and commissioner)
 - Undertake a review of current case studies (including collection methods, storage and cataloguing), implementing recommendations for improvements
- Liaise with external agencies and contractors (web developers, designers, printers, PRs) as relevant

3. Support media activity

- In liaison with the Policy and Communications Manager, assist with media engagement, media handling and fulfilment
- Draft press statements and reactive media responses when required

4. Attitudes, behaviour and values

- Build respectful relationships, understanding the impact of your behaviour on others and being willing to adapt it when necessary
- Work effectively as a member of the team by consulting and sharing information with colleagues, managing your time to meet deadlines and preparing for meetings
- Maintain clear and accurate records
- Communicate effectively with partners
- Comply with all organisational policies and procedures
- Model HENRY values
- Support own development through on-going reading, research and supervision

Person specification

	Essential	Desirable
Qualifications	Graduate level of equivalent	Marketing qualifications
Experience	<p>At least 2 years' experience in a marketing/communications role</p> <p>Experience of providing professional social media support and content across a variety of platforms</p> <p>Experience of developing and delivering communications and marketing activity/campaigns</p> <p>Effective at working as part of a team</p>	<p>Experience of managing a website</p> <p>Blog writing</p> <p>Google AdWords</p> <p>Experience of working in the charitable or health sectors</p> <p>Experience of working with designers, web developers and printers</p>
Knowledge	<p>Website development and digital marketing</p> <p>Microsoft Word, Outlook, PowerPoint and Excel</p>	<p>Experience of writing media copy and media handling</p> <p>Graphics and design software</p> <p>Knowledge of CRM/Mailchimp and SEO</p>
Skills and attitudes	<p>Excellent writing and copy-editing skills</p> <p>Excellent interpersonal, presentation and relationship building skills</p> <p>Accuracy and attention to detail</p> <p>Ability to think creatively</p> <p>Strong organisational and planning skills</p> <p>Ability to prioritise and manage own workload</p> <p>Team player with a desire to help others reach shared goals</p> <p>Motivation to contribute to HENRY's work</p> <p>Excellent computer skills</p> <p>Willingness to undertake training</p>	

Application timetable

Deadline for applications	Tuesday 19 th November 2019 at 9am
Interviews	Wednesday 27 th November 2019

For more information please contact hr@henry.org.uk. To submit an application please complete the application form and equal opportunities form available from our website www.henry.org.uk/jobs.