

Job Title:	Marketing Content Officer (fixed-term 12 months)
Salary:	Circa – £26,500 pro rata
Hours:	28 hours per week
Work base:	Mix of Home Working and Office Based (Lockdown Restrictions Dependent)
Reporting to:	Individual Giving Manager
<p>Main Purpose of this Role:</p> <ul style="list-style-type: none"> • Developing our capacity to tell street children’s life stories: identifying, capturing, and sharing the stories of children living and working on the streets to support our Marketing and Fundraising activities. • Improving our stories, photos and content gathering systems and processes. 	
<p>Key Task List:</p> <ul style="list-style-type: none"> • Working with Toybox employees and implementing partners to identify and engage with street children who are willing to share their life stories. • Gathering and writing powerful and compelling stories to be used across the organisation’s various Marketing and Fundraising channels. • Ensuring that those who tell their life stories are treated with dignity and respect, that they fully understand the process of consent and have sight of how their stories may be used. • Turning complex programmatic information, activities and successes into compelling and engaging stories that resonate with our supporters. • Translating children’s stories and project information from our Latin American partners from Spanish to English. • Providing support on content planning, application of brand guidelines and story sourcing to colleagues across Team Toybox as required. • Helping to ensure the most efficient and effective ways of working are championed across the organisation through the creative brief process, and that the brand/organisation’s tone of voice is used consistently across M&F content and others. • Managing our ‘living library’ of case studies, photos, and videos. • Undertaking a full audit of all the stories, photos, and content that the Marketing and Fundraising Team currently has available for use and complete a needs analysis of what additional stories, photos and content are required. • Improving the processes for story and content gathering, ensuring that all employees share their stories as and when they engage with partners and children. • Developing and implementing a system for tracking all material collated from children and families who have shared their life stories with Toybox. • Reviewing and updating and, where necessary, creating new processes for securing consent and monitoring story usage. • Sharing knowledge with Toybox employees and implementing partners on effective storytelling 	

and content gathering and delivering training where necessary.

- Championing the voice of street children.
- Working within organisational agreed policies and procedures.
- To carry out any other duties that may reasonably be required in the light of the main purpose of the job.

Other

- To be innovative in your work, spending up to 10% of your time on innovation projects.
- Be proactive in developing and improving systems and procedures.
- To keep abreast of best practice and seek opportunities for future development.
- Take responsibility for any specific projects as agreed with your line manager and work with other departments on projects as required.
- To comply with the GDPR regarding all supporter information.
- To undertake any other tasks that may reasonably be regarded as appropriate for a role of this nature within the organisation.
- To attend and participate fully in meetings as required.
- Be sympathetic to the Christian ethos of the charity.
- To undertake such travel as may be required to fulfil the role.
- To undertake such personal development and training as is required to fulfil the role.