



Oxfordshire Parent Carers Forum seeks a Marketing and Communications Lead

Hours: 6 hours per week during term time (39 weeks a year), worked flexibly

Rate: £22.75 per hour

Location: Oxfordshire, home-based with both online and in-person meetings as required

About Us

Oxfordshire Parent Carers Forum (OxPCF) is an independent group led by parent carers. We aim to ensure that the voices of parent carers of children and young people with **Special Educational Needs and Disabilities (SEND)** in Oxfordshire are heard in **service planning and development**. Our focus is on providing trusted information, advocating for parent carers collectively, and working to improve services.

OxPCF is funded through a **Department for Education grant**, as well as funding from the **Local Area Partnership**. The forum is run by **parent carer volunteers**, with support from **OxFNS (Oxfordshire Family Support Network)**, a local charity providing information, advice, and support to families of children and young people with disabilities.

You will be a **self-employed contractor** with **OxFNS**, which will provide HR support. You will report to the **OxPCF Co-Chair**.

Purpose of the Role

The **Marketing and Communications Lead** will be responsible for managing and enhancing OxPCF's communications, ensuring parent carers and professionals are informed and engaged. This includes:

- ✓ **Developing a communication strategy**, including a structured **social media plan**.
- ✓ **Designing and promoting OxPCF events** to increase attendance and engagement.
- ✓ **Managing the newsletter**, currently created using **Canva and Mailchimp**.
- ✓ **Supporting moderation of online spaces**, ensuring an informative and welcoming community.

Key Objectives:

- **Increase awareness** of OxPCF and its work across Oxfordshire.
- **Ensure clear and accessible communication** across all platforms.
- **Engage parent carers and stakeholders** to encourage participation in feedback and events.
- **Raise awareness of SEND issues and service updates** through digital and in-person channels.

Main Responsibilities

1. Communication Strategy & Social Media Plan

- **Develop and implement a communication strategy**, ensuring regular, impactful updates.
- **Create and maintain a structured social media plan**, aligning with key dates, events, and SEND developments.
- **Post 3-5 times per week** across **Facebook, Instagram, Twitter/X, and LinkedIn**.
- **Monitor engagement** and adapt strategy based on feedback and analytics.

2. Event Promotion & Design

- **Design promotional materials** for OxPCF events using **Canva**.
- **Create targeted event campaigns**, including social media posts, emails, and website updates.
- **Ensure all event communications are clear, accessible, and engaging**.

3. Newsletter Management

- **Create and send ½ termly newsletters** using **Canva (or other design tools) and Mailchimp** on behalf of the Local Area Partnership
- **Structure newsletters with relevant content**, including:
 - SEND news and updates
 - Event promotions
 - Calls for parent carer feedback
 - Community stories and engagement highlights
- **Monitor feedback, open rates and engagement**, adjusting content to meet community needs.

4. Website & Online Community Moderation

- **Update and maintain OxPCF's website (Wix)**, ensuring content is current and relevant.
- **Help to moderate the Oxfordshire SEND Room (Facebook group)**, sharing key updates and engaging in discussions.
- **Ensure online spaces remain positive, supportive, and in line with guidelines**.

Skills & Experience

Essential:

- ✓ Experience in **communications, marketing, and digital engagement**.
- ✓ Proficiency in **social media management, website updates (Wix), and email marketing (Mailchimp)**.
- ✓ Strong **copywriting and content creation** skills.
- ✓ Ability to engage with **diverse communities**, ensuring accessible and inclusive communication.
- ✓ Confidence using **Canva or other design tools** to create engaging digital content.
- ✓ Strong **organisational skills**, able to manage multiple platforms and deadlines.
- ✓ Understanding of **the challenges faced by SEND families**.



✓ Ability to work **independently and flexibly**, consulting as needed.

Desirable:

- + Experience working in **charity, education, or community engagement**.
- + Knowledge of **GDPR and safeguarding** in digital communications.
- + Familiarity with **Oxfordshire's SEND landscape**.

Practical Information

- **Self-employed contract** (you will be responsible for your own tax and NI).
- **Travel expenses covered** where required.
- **Flexible working** (home-based, with occasional in-person meetings).
- **Start date:** As soon as possible.

How to Apply

If you are interested in applying for this role, please email your **CV and a short cover letter** detailing your skills and experience relevant to this position to info@oxpcf.org.uk

Deadline for applications: 3rd March