



Digital Marketing Officer

Candidate information

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What is in this pack?

What is English UK?	01
Why work for us?	02
Job description	03
Person specification	05
What we do for you	06
How to apply	07



What is English UK?

English UK is the national association of English language teaching centres in the United Kingdom.

We are a membership organisation with over 400 members in the state and private sectors, from small privately-run schools to language centres in colleges and universities.

We represent UK ELT nationally and internationally, promoting high quality education and working to ensure that students enjoy the best-possible experience in the UK.

To help our members provide the highest-quality education and compete globally we:

- promote UK ELT around the world
- develop industry intelligence and market research
- offer professional development and business support
- represent and lobby on behalf of the UK education industry
- organise events and workshops where members meet international study abroad agents
- run the rigorous Accreditation UK inspection scheme with the British Council to ensure quality.



Why work for us?

English UK is a small, friendly and supportive team based in central London. We value openness, integrity, learning, teamwork and inclusion.

We are small charity that works closely with educators, agents and service providers in the UK and around the world as part of the lively international education industry.

Our brand, events and activities enjoy a reputation for excellence and our hard-working team delivers an exceptional number of high-quality initiatives.

In 2020 we take the next step in an exciting digital presence project that includes to redesign of the English UK website, development of a content strategy and search engine and user experience optimisation. We plan to up-skill our communications team to continue to optimise our digital presence over years to come.

The work at English UK is interesting and varied, and as part of a small team everyone has real responsibility and the opportunity to develop and learn. We are a sociable team with team lunches, away days and fundraising challenges for our grant-giving arm, the Eddie Byers Fund.

Find out more at englishuk.com

Job description

Title:	Digital Marketing Officer
Organisation:	English UK
Location:	London SE1 (London Bridge)
Contract:	Permanent
Hours:	Full time
Reports to:	Communications Manager
Responsible for:	None (possibility as role develops)
Salary:	£24,000 – £26,000 (depending on experience)
Hours:	09:30 – 17:30 Monday to Thursday, 09:30 – 17:00 on Friday

We are looking for a highly organised digital marketing enthusiast with exceptional attention to detail, strong writing skills and the desire to optimise the digital presence of a small not-for-profit working in international education.

You will work closely with the communications manager to ensure all events and services are supported by high-quality digital campaigns in line with our visual identity and voice.

Responsible for the delivery of digital communications and marketing, you will create and share branded mailouts and social media posts daily; ensure all digital platforms are up-to-date and user-friendly; and monitor performance and reach to optimise our digital presence. You will work with the digital content planner, website CMSs, manage digital assets, maintain and create marketing lists, and use Adobe Creative Suite to create visuals.

An excellent writer with a keen eye for detail, you will produce, proof and subedit copy and content from across the organisation for a range of audiences. You will ensure content is informative, effective, in line with style guidelines and best practice for digital platforms.

This is a proactive role with significant scope for training and development. We are looking to develop a digital specialist who will go on to create a social media strategy, drive traffic to our websites, undertake analytics, expand our digital presence and optimise our platforms for search engines and user experience.

We are excited to embark on the redesign of the English UK website in 2020, improving usability, content and introducing rigorous analytics and you will play a key role in this.

As part of a small team you must be a keen and quick learner, ready to support a range of projects, able to work independently and manage your workload. Experience in a comparable role, of managing multiple social media accounts, using e-marketing software and web editing would be a distinct advantage.

Duties and responsibilities

Communications

- Maintain and develop our social media presence to increase engagement
- Prepare and send e-marketing and mailouts to a full range of stakeholders
- Subedit content for accuracy and according to the English UK style guide
- Maintain our websites, editing, writing and optimising content
- Source images and design visuals for digital channels
- Maintain clear English UK visual style and voice across channels
- Measure and report on the performance of digital marketing campaigns
- Undertake A/B and other testing to optimise performance of mailouts
- Manage digital assets, maintaining an image catalogue and applying metadata
- Maintain and build marketing lists on our customer database (Microsoft Dynamics)
- Maintain stock and displays of marketing materials
- Support and undertake team projects, e.g. relating to website development, work on printed materials, filming and video editing, advertising campaigns
- Provide general communications support for the wider team, e.g. event preparation, onsite event support

Team responsibilities

- Play an active and supportive role in the communications and all project teams
- Work well with colleagues across the organisation and external parties
- Report to the communications manager
- Undertake other duties reasonably required in connection with the post
- Occasional UK travel, overnight stays, evening and weekend work is required.

Person specification

Skills and experience

- Excellent English writing skills to produce high quality content (E)
- Experience using social media, especially Twitter, Facebook and Linked In (E)
- Experience using e-marketing software (e.g. MailChimp or ClickDimensions) (E)
- Excellent IT literacy, e.g. Microsoft Office (E)
- One year or more experience in digital marketing (E)
- Experience promoting activities and content via email and social media (E)
- Degree/ HND or Level 5 qualification (or equivalent work experience) (E)
- English language level CEFR Level C1 or above (E)
- Working knowledge of HTML and web editing (e.g. CMS, WordPress) (D)
- Experience in SEO, webpage optimisation and analytics (D)
- Experience with A/B testing and email analytics (D)
- Experience using CRM systems (ideally Microsoft Dynamics) (D)
- Proficiency in Adobe Creative suite (D)

Personal attributes

- Exceptional attention to detail and accuracy (E)
- Highly motivated and organised to deliver a high volume of quality work (E)
- Able to work well under pressure, across multiple projects and meet deadlines (E)
- Strong interest in digital marketing, social media and e-marketing (E)
- Adaptable and quick learner able to work independently (E)
- Interest in English language teaching/ international education (E)
- Support English UK's values as a membership association and not-for-profit (E)

Other

- Able to travel occasionally within the UK (E)
- Able to work occasional evenings and weekends (E)
- Able to undertake low level physical activity (packing and stocking materials) (E)

What we do for you

As well as a small, friendly and very supportive team, English UK offers great benefits, including a generous pension scheme and CPD opportunities.

- 25 days annual leave plus Christmas closure and all public and bank holidays
- Early Friday finish (17:00)
- Interest free season ticket loan
- Opportunities for continuing professional development
- Generous contributory pension scheme
- Group life assurance
- Long term sickness benefit
- Time of in lieu (TOIL) for overtime
- Optional private health insurance scheme.

Training

English UK is committed to continuous professional development and all members of staff are encouraged to undertake activities that will increase their understanding of the industry and support their personal and professional growth.

As well as training on the job, the digital marketing officer will have the opportunity to receive training in at least one of the following areas: digital analytics; keyword analysis; SEO; e-marketing; producing visuals for social media. There may also be opportunities to take on the management of an intern or junior role, and to join other project teams of interest.

Pension scheme

English UK offers all employees a pension with a contribution from the association. We will contribute an amount equivalent to either 5% or 10% of your annual salary on condition that you also contribute either 2.5% or 5% of your annual salary respectively. Employees can opt out of the scheme at any time.



How to apply

Please apply by submitting a CV and cover letter that clearly outlines why you'd love to take on this role and why you are a great match for what we're looking for by showing how you meet the person specification.

Please include details of where you are currently based as well as your notice period. We request that you keep your CV to a maximum of two pages of A4 and your cover letter to a maximum of 500 words. Applications without a cover letter that do not address how you meet the person specification will not be considered.

Applicants must have the right to work in the UK.

Apply by: Wednesday 20 November 2019 at 09:30
Interview date(s): w/c Monday 25 November 2019

We regret that we may be unable to respond to applicants who have not been shortlisted for interview. If you have not heard from us within a month after the closing date you may presume that your application has been unsuccessful.

To those unsuccessful candidates, we thank you for your interest in English UK and please do not feel discouraged from applying again in the future.

