



Marketing Communications Officer

Candidate information

September 2018

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What is English UK?

English UK is the national association of English language teaching centres in the United Kingdom. We have over 400 members in the state and private sectors, from small privately-run schools to language centres in colleges and universities.

Our mission is to lead the UK ELT industry to success through innovation and intelligence.

To do this we:

- promote UK ELT around the world
- offer professional development and business support
- develop industry intelligence and market insight
- represent and lobby on behalf of our members and the wider UK education industry
- 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 diverse team based in central London.

We work closely with educators, agents and service providers both 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 2018 we embark on an exciting new strategy that prioritises leadership across our activities and will entail innovative changes, from new data intelligence initiatives to an enhanced digital presence.

The work is interesting and varied, and as part of a small team, everyone has real responsibility and the opportunity to develop and learn.

We are charity that supports an industry that often goes under the radar despite being one of the UK's top exports.

Find out more at [englishuk.com](https://www.englishuk.com)

Job description

Organisation:	English UK
Location:	London EC1 (relocating to London Bridge from November)
Contract:	Permanent
Hours:	Full time
Reports to:	Communications Manager
Responsible for:	n/a
Salary:	£23,000 – £25,000 (depending on experience)
Hours:	09:30 – 17:30 Monday to Thursday, 09:30 – 17:00 on Friday

We are looking for a highly organised marketing communications officer with exceptional attention to detail, strong writing skills and experience with social media and e-marketing.

The officer will be responsible for the day-to-day delivery of English UK's communications activities. You will work closely with the communications manager to ensure all the association's events and services are promoted to a high standard, that all digital platforms are up-to-date and copy follows best practice and style guidelines.

This is a proactive role working across a full marketing mix. You will be responsible for the production and distribution of e-newsletters and other e-marketing; maintenance of English UK's websites and social media platforms; and management of digital assets. This will involve copy writing, proof reading, sub-editing, use of Microsoft Dynamics, ClickDimensions for e-marketing, Microsoft Office and the Adobe Creative Suite.

You must be a keen and quick learner ready to support a range of projects, write for different audiences and use multiple communications channels. As part of a small team you must be able to work independently, follow instructions, problem solve and manage your workload.

Experience in a comparable role, of e-marketing software (such as Mailchimp or ClickDimensions), website content management systems (such as WordPress), managing multiple social media accounts for organisations and website editing would be a distinct advantage.

The work is interesting and varied, and this is a role with scope to develop in line with our ambitious new communications strategy and the ever changing digital landscape.

Duties and responsibilities

Communications

- Maintain English UK's social media presence, keeping channels active, interesting and engaging
- Format and publish content across channels, from subediting for style guide to writing multiple posts to promote content across social
- Source images for social media posts, news stories and e-marketing
- Manage digital assets, maintaining an image catalogue and applying metadata
- Maintain English UK's websites, including subediting and writing, checking links and accuracy, creating galleries etc.
- Produce and distribute monthly and quarterly newsletters for different audiences
- Help maintain accurate contacts and marketing lists on the database (MS Dynamics)
- Produce presentations and slide shows for events and meetings
- Provide general communications support for the English UK team, e.g. event preparation and onsite support

Team responsibilities

- Play an active and supportive role in the communications team and all assigned project teams
- Work well with colleagues across the organisation and external parties as appropriate
- 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

Qualifications and experience

- Excellent IT literacy, e.g. Microsoft Office (E)
- Experience and expertise using social media, esp. Twitter, Facebook and Linked In (E)
- Experience with e-marketing software (MailChimp or ClickDimensions) (E)
- Excellent writing skills (E)
- Excellent level of English to C2 level (E)
- Degree or relevant experience (E)
- One year or more in a comparable role (D)
- Experience managing social media for organisations (D)
- Knowledge of HTML and web editing, incl. WordPress (D)
- Experience using CRM systems (ideally MS Dynamics) (D)
- Proficiency in Adobe Creative suite (D)

Personal attributes

- Professional manner and positive attitude (E)
- Exceptional attention to detail (E)
- Motivated, well-organised and reliable (E)
- Able to work accurately under pressure and at pace (E)
- Interest in digital marketing, social media and e-marketing (E)
- Able to work independently, following instructions (E)
- Adaptable and quick learner (E)
- Knowledge of English language teaching/ international education (D)

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 team, English UK offers great benefits, including a generous pension scheme and CPD opportunities.

- 28 days annual leave, including Christmas closure, plus all public and bank holidays
- Early 5pm Friday finish
- Interest free season ticket loan
- Generous contributory pension scheme
- Group life assurance
- Long term sickness benefit
- Time of in lieu (TOIL) for overtime
- Optional private health insurance scheme
- Statutory sick pay
- Statutory maternity and paternity pay and leave.

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.

Pension scheme

English UK offers all staff contributory pension scheme after a six month probation period. The association will contribute double the staff member's pension contribution at two levels: if you contribute 2.5% of your annual salary, English UK will contribute an additional 5%; and a 5% staff contribution will be matched with a 10% contribution from English UK.

How to apply

Please apply by sending a CV (max. two pages) and covering letter (max. one page) that shows how you fit the person specification and why you would be best for the role. Send applications to nina.chapman@englishuk.com.

Please include where you are currently based as well as your notice period. Applications without a covering letter and those that do not address the person specification will not be considered.

Applicants must have the right to work in the UK.

Apply by: Wednesday 3 October 2018 at 09:30
Interview date: w/c Monday 8 October 2018

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.

