

The Education People Digital Marketing Officer (part-time)

January 2023

Service:	Marketing (BDD)
Salary:	Circa £23,000 pro rata
Reporting to:	Marketing Manager
Apply to:	enquiries@theeducationpeople.org

Purpose of Role:

To work alongside the small marketing team, focussing on planning, running and reporting on the central social media accounts and implementing SEO suggestions and advice from SEO consultants.

The ideal candidate will:

Annex A: Main duties and responsibilities:

1. Work with the marketing team and service teams to create engaging social media campaigns from conception to completion
2. Work with the Marketing Manager to create a social media strategy which compliments the company's marketing plan
3. Coordinate social media campaigns in line with company marketing goals
4. Actively use social media with the aim of increasing brand awareness and customer engagement
5. Provide quarterly reports to the Marketing Manager analysing the success of each social channel and outline any necessary changes to the strategy
6. Create engaging content for both regular social media posts and web (including information pages and blog posts)
7. Provide training around social media practices and how to make the best of a social account to service teams
8. Work with Marketing Officers to research and report on market trends for social posts, thought leadership articles and blog posts
9. Understand SEO, Google Analytics and work with SEO consultant and Marketing Manager to implement suggestions made
10. Collaborate and assist external agencies with the strategy development and execution of the social media campaigns
11. The ability to navigate and analyse the monthly SEO reports, evaluating them against the agreed KPI/ROI
12. Support the marketing team with general admin tasks.

Annex B: Person Specification

	MINIMUM
QUALIFICATIONS <i>(if essential)</i>	<ul style="list-style-type: none"> • Degree level or equivalent in a relevant subject.
EXPERIENCE	<ul style="list-style-type: none"> • Experience of working in a social media, SEO or content role.
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Be able to organise PPC campaigns for social media and Google Ads • Confidently run multiple social media accounts • Good understanding of SEO • Good understanding of social media platforms • Ability to optimise content on social media and website to improve customer engagement • Strong and confident written and verbal communication skills • Be able to work to tight deadlines • Accurate with an excellent eye for detail • Good organisational skills • Ability to report on monthly and quarterly findings • Ability to handle multiple jobs at once • Ability to work independently and collaborate with colleagues and creatives
KNOWLEDGE	<ul style="list-style-type: none"> • Good understanding of SEO • Good understanding of social media platforms • Familiar with Google Analytics
BEHAVIOURS	<ul style="list-style-type: none"> • Passionate about social media and confident in creating fresh, original content • Team player • Problem solver • Confident in presenting to teams, including wider marketing team, service teams and executive committee.

Annex C: Company Values and Expectations

At The Education People we are guided by our shared values:

- **Moral Purpose:** We are driven by our shared moral purpose to do all that we can, both directly and indirectly, to improve educational outcomes and life chances.
- **People First:** We are committed to always putting people first: our staff, clients and partners, and above all, the people we serve.
- **Stronger Together:** We believe in the power of partnership and collaboration, understanding that the very best outcomes are delivered only when we embrace challenge and work together – with each other, our clients and partners.
- **Excellence:** We strive to excel in the delivery of high quality services that produce lasting outcomes: balancing pace, precision, practicality and cost.
- **Spirit of Innovation:** We have a restless curiosity; we embrace every opportunity to learn, to challenge the status quo, and to seek to set new standards for outcomes and delivery.
- **Integrity:** We expect the highest standards of professionalism and integrity of ourselves and others, acting at all times within the ethical framework of our values.