Job Description for Marketing Officer

**Department:** Commercial **Reporting to:** Head of Income Generation

**Hours of work:** 0.6 FTE (22.5 hours per week)

**Location: London Office (although we work a hybrid model. You will need to be in the office one day per week, minimum)**

**Salary:** £34,000 (£20,400 Pro rata)

# The Charity

Think back to your school days - to that one teacher who inspired you and helped you become the person you are today. Imagine if that teacher had been so stressed with work pressures, that they left the profession for good. This is a growing reality for those in education today – with 34% of teachers planning to leave in the next few years due to stress and workload.

At Education Support, we are there for everyone working in education. Established 140 years ago as a benevolent fund for teachers, we understand the pressures of working in education today. Through our free helpline, grants, counselling, guidance, professional and organisational development services, we work with hundreds of organisations and thousands of staff across the sector. The impact can be lifesaving and more teachers, lecturers and support staff turn to us for help each year.

*”Education Support was a real lifeline. They understand the pressures that teachers are under, and their lives, and make it more human,” John, a secondary school teacher.*

We have ambitious plans for the future, as we grow to meet the needs of an ever-changing education sector. We are focused on our vision of everyone working in education feeling respected, supported, resilient and committed.

Now we are looking for a Marketing Officer who is passionate about helping us grow our commercial offer through helping us find new customers grow awareness off our services

**Join us and make a real difference**

# Who are you?

You are passionate and enthusiastic about marketing with a flair for planning and implementing marketing campaigns. You get the big picture and can stay with this big picture through the detail of day-to-day delivery, planning and decision-making. You have a skill for communicating and sharing the right messages to the right audience.

You have a track record of delivering marketing plans and campaigns that have the dual objective of creating lasting awareness of Education Supports commercial offer and delivering high quality inbound leads for the Sales Team to convert to sales.

# Job Purpose

To lead and own the delivery of Education Support’s commercial marketing campaigns and activities

# Duties and responsibilities

* Execute the commercial marketing plan as set out by Head of Income Generation, including email campaigns, creating copy, supporting with social media activity and planning events.
* Deliver the marketing campaigns that form the annual sales plan.
* Provide insight and expertise to support the commercial team in developing effective targeted campaigns to generate quality sales leads.
* Monitor, report and respond to results and learning so we are always maximising our impact by doing more of what works and less of what doesn’t.
* Review and recommend ad hoc marketing opportunities.
* Work closely with Communications Team to ensure alignment between marketing comms and brand comms

These duties must be carried out with due regard to Education Support’s Equal Opportunities Policy, Health & Safety procedures and other relevant codes of practice.

# Person specification

* Ability to focus through the detail of day to day delivery of campaigns and decision making
* Strong communication skills that support you to engage colleagues and bring them along with you and your campaign plans
* Excellent copywriting and copy checking skills
* Highly organised, focused and able to prioritise
* Excellent marketing judgement to understand the fit between our message and our audiences, and the best medium to communicate this message
* Motivated by testing, learning and achieving the best outcomes possible.
* Skilled and experienced in using MailChimp
* Experienced in planning and managing Webinars
* Experience of running direct marketing campaigns from concept, through delivery to evaluation
* Experience of database marketing and customer segmentation
* Experience of using a CRM system (ideally Salesforce)
* Batchelor degree or equivalent in marketing or related field (preferred)