

# ESU marketing assistant

**Do you want to be part of an independent charity that supports oracy skills and has a positive impact on the life chances of thousands of young people?**

## **The organisation:**

The English-Speaking Union (ESU) is an international charity working to give all young people – regardless of background – the speaking and listening skills and the cross-cultural understanding to enable them to thrive.

Founded in 1918 by the author and journalist Sir Evelyn Wrench, the ESU brings together and empowers people of all cultures and nationalities by building confidence and shaping communication skills, so that individuals can realise their full potential. In our 36 branches in England and Wales and 54 international branches, the ESU carries out a variety of activities such as: competitions, debating, public speaking and student exchange programmes, teacher training, classroom outreach, research and scholarships. All of these encourage the effective use of the English language around the world.

Our programmes are underpinned by over 100 years' expertise in the field of debate and public speaking delivery, policy and research.

ESU trainers are educators, globally experienced debaters and leaders in a wide variety of professional fields.

## **The job and person:**

The role is primarily to support the marketing, communications, and engagement activities of the charity – including communications with current members as well as with prospective members, partners and the education sector. The aims are to raise awareness about The English-Speaking Union (ESU) and our services; increase ESU membership and take-up of education services; and increase engagement with schools and existing members.

The ideal candidate will have proven strengths in visual communications across a range of media (including print, digital, email, social media). They will also have strengths in collaboration and team-working, professional communication, organisation and planning, data analysis (to support impact monitoring and evaluation), social media, digital tools (Mail Chimp, Microsoft etc.), CMS experience and an interest in the education sector.

## Job description

**Salary:** £21,000 - 23,000 FTE (plus pension)

**Term:** Permanent (six month probation period)

**Hours:** Full time (Hybrid working considered)

### **Purpose of the role and main responsibilities:**

- Support the development and delivery of marketing campaigns for the education and engagement teams – particularly focusing on raising awareness about ESU membership; educational courses, competitions and bespoke CPD, consultancy, volunteering, events and fundraising
- Support the running and development of the ESU website (WordPress) – including adding and updating content; monitoring and moderating user-uploaded content (including blogs, files, comments, forum posts, group posts); activities to monitor and improve site traffic, SEO, user journeys and member engagement.
- Support email communications with schools, members and non-members – including setting up, testing, scheduling, segmenting audiences, creating automated user journeys and reporting on bulk email campaigns.
- Support the running of ESU’s live webinar programme – including setting up webinars, managing registrations, creating reports, uploading recordings and resources to the ESU website.
- Play a leading role in developing ESU’s use of social media – creating content for Twitter, YouTube, Facebook, Instagram and LinkedIn; monitoring and reporting on reach/engagement; identifying relevant conversations, influencers, campaigns, awareness days, hashtags, groups; proposing and trialling new approaches/channels.
- Branding and formatting ESU materials to ensure consistency across the organisation – including presentations, training materials, resources for schools, case studies, reports and other documents.
- Image editing – sourcing appropriate images, resizing, adding to website/other materials.
- Support engagement within the ESU community – including identification of potential bloggers/ ambassadors.
- General administrative tasks and other activities to support ESU’s communications with internal and external audiences.
- Research channels for collaborations to increase brand awareness across various platforms.

The post will report to the Digital Lead and will also have opportunities to work with and learn from other members of the team – including events, membership and educational services.

**Please send your C.V along with a covering letter and completed application form to-**  
[Catherine.croney@esu.org](mailto:Catherine.croney@esu.org)

**Person specification**  
**Digital marketing assistant**

	<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• <b>Qualifications</b></li> </ul>	<ul style="list-style-type: none"> <li>• GCSE or equivalent English and maths</li> <li>• Level 3 qualification or equivalent with focus on communication, media, digital marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Design skills, including knowledge of InDesign and Adobe Photoshop</li> <li>• Basic film editing skills, ideally in Adobe Premiere Pro</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Previous experience</b></li> </ul>	<ul style="list-style-type: none"> <li>• Good knowledge of CMS, social media platforms, email campaigns, Microsoft Office Suite</li> </ul>	<ul style="list-style-type: none"> <li>• Google Analytics, Canva</li> <li>• At least one year's experience in a similar role working with a proven record of success in digital communications</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Knowledge and skills</b></li> </ul>	<ul style="list-style-type: none"> <li>• Experience of producing social and digital media content, and good understanding of what makes an effective digital and social media presence</li> <li>• Ability to analyse, summarise and communicate information in an easily accessible format, and judge relevance to the organisation and target audiences</li> <li>• Able to create compelling messaging for campaigns and calls to action across digital and social media channels, and tailor communications to different target audiences</li> <li>• Experience of using website CMS to update content</li> <li>• A strong understanding of SEO</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to analyse information and data to track impact of campaigns, robust monitoring and evaluation skills</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Personal attributes and circumstances</b></li> </ul>	<ul style="list-style-type: none"> <li>• Ability to work independently, prioritise and organise own workload and meet deadlines</li> <li>• Creative problem solver</li> <li>• Excellent written and verbal communication skills</li> <li>• Ability to work effectively as part of a team and independently</li> </ul>	

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