



ENGLISH-SPEAKING UNION

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Role Profile

Job Title:	Digital Marketing Lead
Reports to:	Director of Education
Line Manager for:	Marketing Assistants

Overview of the Directorate

The Education Department develops, resources, delivers and manages the ESU's portfolio of education programmes. This portfolio encompasses in person and online teacher CPD, classroom delivery, competitions, awards and scholarships, all of which are focused on giving young people, regardless of background, the speaking and listening skills and the cross-cultural understanding they need to thrive.

In addition, the department supports practitioner led research to both inform the programme offer and to contribute to the wider development of the field of oracy research.

Purpose of this role

The Digital Marketing Lead plays a key role in ensuring that the ESU's digital presence is of the highest quality, accessible and well received. The role reports to the Director of Education (DoE) and has operational responsibility for digital quality assurance.

(S)he works with the DoE to contribute to the department's marketing strategy, with particular responsibility for digital innovation and design. Effective stakeholder management, both internal and external are key.

In addition, the role takes a cross-organisational perspective considering how to promote wider ESU membership and charity positioning.

Responsibilities and Expectations

Strategic development

- Strategic oversight, development and delivery of the ESU's digital approach
- Management of budgets in relation to digital support
- Lead in developing the ESU's use of social media – including creating content for Twitter, YouTube, Insta and LinkedIn; monitoring and reporting on reach/engagement; identifying relevant conversations, influencers, campaigns, awareness days, hashtags, groups; proposing and trialling new approaches/channels.

Programmes

- Support the effective marketing of ESU educational programmes to schools, considering key stakeholders and best routes to market
- Branding and formatting ESU materials to ensure consistency across the organisation – including presentations, training materials, resources for schools, case studies, reports and other documents.
- Support the running of ESU's live webinars programme



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Web presence

- Oversee the running and development of the ESU website – 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.
- Image editing – sourcing appropriate images, resizing, adding to website/other materials.

Partnership and stakeholder engagement

- Supporting engagement within the ESU community – including identification of potential bloggers/ambassadors / volunteers
- Support email communications with schools, members and non-members – including setting up, testing, scheduling and reporting on bulk email campaigns.

Finance

- Develop digital budgets, with a focus on efficiency and delivery of organisational priorities, and undertake ongoing review to ensure they are being managed effectively
- Work with the DoE to develop a range of digital income streams (Google grants for example) to support wider department innovation and programme sustainability

General

- Undertake any other duties commensurate with the post as reasonably requested.

Skills and Experience

Essential:

- Senior digital expertise including strategic development
- Good knowledge of HTML
- Ability to analyse information and data to track impact of campaigns; robust monitoring and evaluation skills
- Experience of producing social and digital media content, and good understanding of what makes an effective digital and social media presence
- Ability to analyse, summarise and communicate information in an easily accessible format, and judge relevance to the organisation and target audiences
- Able to create compelling messaging for campaigns and calls to action across digital and social media channels, and tailor communications to different target audiences
- Experience of using website CMS to update content
- A strong understanding of web optimisation and social media
- Highly organised, with an ability to ensure deadlines and targets are met
- Experience of writing succinct management reports, analysing impact and budget and making upward recommendations
- Experience of managing multiple projects effectively and efficiently
- A strong commitment to and a track-record of effective collaborative working within and across teams and of wider stakeholder engagement
- A pro-active and positive attitude to problem resolution
- Ability to operate strategically, and turn strategy into operational outputs
- Line management experience

Desirable:

- An understanding of the UK education sector
- Design skills including InDesign and Adobe Photoshop and/or Canva



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- Basic film editing skills
- Experience with WordPress site build and plug-in options
- Experience working with media and/or PR agencies