



**ENGLISH-SPEAKING UNION**  
discovering voices

<b>Job Title</b>	Senior Marketing Executive
<b>Reports to</b>	Director of Education* *we are currently scaling our Marketing and Engagement operations, and the line management structure for this role may change
<b>Location</b>	London Office (Mayfair), with scope for hybrid working

### **Overview of the ESU**

The English-Speaking Union believes every child should be able to make their voice heard. We believe that the ability to progress and to thrive in life relies on oracy – speaking and listening – skills. Our oracy, debate, public speaking and cultural exchange programmes help young people to engage with the world, to speak more confidently, and to listen to and understand different points of view.

The ESU was founded as a membership organisation, bringing together those who share a belief that better communication makes for better global understanding. Today, we have over 4000 members in over twenty branches across England and Wales who meet to socialise, gain new perspectives on the world and to help organise and raise funds for our educational work. There is also a strong international membership and global educational network.

### **Job summary**

This is a fantastic opportunity for a future Marketing Manager or leader to join a unique charity. This is a hands-on role encompassing the full marketing mix where you will be given the autonomy to create and implement innovative campaigns. Working across both our education and membership teams you will drive people to engage with the work of the ESU, as well as maintaining, developing and enhancing the ESU website and overall digital presence.

### **Responsibilities and Expectations**

- To plan, develop and deliver integrated digital and offline marketing campaigns which drive recognition of and engagement with the ESU's membership offer and our education programmes.
- Support a wide variety of projects, campaigns and activities which help to drive brand awareness, grow the ESU's membership, and engage and develop supporters.
- Day to day management of the ESU website, including adding and updating content, moderating user-added content, improving site traffic and SEO.
- Support email communications – including setting up, testing, scheduling, segmenting audiences, creating automated user journeys and reporting on email campaigns.
- Day to day liaison with external agency support, for example web and PR.
- Work with the Marketing Assistant to develop and monitor social media content and set goals to increase brand awareness, reach and engagement across all channels.
- Work closely with the ESU's Editor on public facing communications.
- Regular reporting and evaluation of marketing campaigns and reach.
- Day to day management of Google Ads.

- General administrative tasks and other activities to support ESU's communications with internal and external audiences.

## **Skills and Experience**

### **Essential:**

- 3+ years' experience in a relevant marketing role, with significant experience of digital marketing.
- Experience working with a CMS (WordPress preferred) and strong awareness of the value of SEO and experience improving this to generate increased traffic.
- The ability to create relevant content for audiences on different channels, including copy and creative.
- Substantial experience and demonstrable success in delivering and evaluating digital marketing campaigns, including Google Ads.
- A track record of successful internal and external relationship building and delivery of results.
- Strong project management experience – working with colleagues across different teams to drive activity to completion, delivering against deadlines in a fast-moving environment and reporting on progress.
- Good interpersonal skills, ability to persuade, influence and collaborate with a range of internal and external stakeholders.
- Experience using Office365 and its practical application together with extensive knowledge of key digital marketing tools including Google Analytics; Mailchimp; Google Data Studio; Meta Ads Manager; Google Ads Manager; or similar.

### **Desirable:**

- Experience of marketing to the schools sector would be a significant advantage
- Experience working in a membership organisation and an understanding of memberships would be an advantage
- Knowledge of ESU competition programmes

### **Benefits:**

- Up to 10% employer matched pension contributions
- 28 days annual leave plus 8 days Bank Holiday
- Regular staff social events, such as lunches
- Access to Dartmouth House, our on-site members' club providing coffee and lunches daily
- Employee assistance programme
- Group Life Insurance

### **Application Process:**

Please complete the application form <https://www.esu.org/wp-content/uploads/2023/03/ESU-Application-Form-10.03.2023.docx> and email to [HR@esu.org](mailto:HR@esu.org). Closing date for applications is 10 am on Friday 21 April. Interviews: in-person at head office, Mayfair, on Tuesday 2 May 2023.

***At the English-Speaking Union we are passionate about our commitment to diversity, inclusion and removing barriers. Should you like to discuss any reasonable adjustments or changes to our recruitment process to support you to be your best then please get in touch. You can get in touch with us either via email at [HR@esu.org](mailto:HR@esu.org) or via telephone on 020 7529 1550.***

***The ESU is committed to safeguarding and promoting the welfare of children and young people. Therefore, we expect all employees to share this commitment. All appointments are subject to***

***satisfactory pre-employment checks, including a satisfactory Basic/Enhanced (as appropriate to role) Disclosure & Barring Service Disclosure.***

**Updated March 2023**