

Job description

Job title:	Schools Marketing Manager
Salary:	£39,000 to £42,000 per year
Contract:	Fixed term for one year
Hours:	Full time, 35 hours per week
Directorate:	School Programmes
Reports to:	Senior Programme Manager, Primary Professional Development
Direct/indirect reports:	None

Our mission

The National Literacy Trust empowers children, young people and adults from disadvantaged communities with the literacy skills they need to succeed. We work directly with young people and their families, with the 5,000 schools in these communities, with nurseries, prisons, YOIs and through our teams leading community literacy programmes in 20 places in the UK facing the biggest literacy and poverty challenges. Our research makes us the leading authority on literacy and drives all our work. We are committed to becoming a more diverse and inclusive charity, better at listening to and working in partnership with the communities we exist to serve. Literacy is a vital element of action against poverty and our work changes people's life stories.

Purpose of role

You will be responsible for planning and delivering marketing and communications campaigns for our professional development, membership and resources for schools. You will also support the education directorate with marketing advice and guidance as well as developing collateral that speaks to the education sector more widely including universities, local authority education teams and other organisations delivering professional development to schools.

You will work with the Senior Programme Manager to develop leads and build networks of sustained engagement, and develop campaign strategies using a range of innovative channels. You will be expected to immerse yourself in the needs of specialised education audiences and develop a professional understanding of the sector in support of effective, credible messaging.

Key contacts

You will work closely with the wider school programmes team, as well as our marketing and communications team, the Head of Digital and other senior strategic leads. External contacts will include early years practitioners, primary and secondary classroom teachers as well as senior leadership teams in schools and working across trusts.

Outline of responsibilities

- Manage planning and delivery of communications campaigns for primary and secondary professional development, membership and resources
- Provide advice and expertise on comms and commercial campaigns to the education directorate and create guidance for developing strong consumer-facing messaging
- Working with the digital team, create a plan to reach target audiences through social media, campaign websites and other online channels
- Lead the development and implementation of a successful marketing and communications plan to promote our training and conferences, working closely with colleagues and senior internal stakeholders
- Develop systems to capture evaluation data that can enhance the promotion of our training and events
- Manage budgets and ensure cost-effective delivery of all marketing activity

- Lead the use of audience insight to develop and grow our reach and engagement, identifying leads and opportunities and building networks with key stakeholders and organisations in the sector

This outline is indicative and is not intended to provide a complete list of duties. The postholder will also be required to support activities that contribute to the growth and sustainability of the charity, and to the sharing and development of our organisational knowledge.

Person specification

Essential	Desirable
<p>Significant experience of planning and delivering marketing and communications campaigns</p> <p>Significant experience of working with training and professional development and engaging with schools and other educational settings to develop strong networks</p> <p>Ability to develop engaging messaging and use a range of channels to reach target audiences</p> <p>Experience of evaluating marketing and communications campaigns</p> <p>Ability to build partnerships with a range of organisations and key stakeholders</p> <p>Ability to write insight-led, effective promotional copy for different audiences/contexts</p> <p>Excellent working knowledge of digital platforms</p> <p>Experience of providing strategic oversight and mapping of marketing activity targeted at schools</p>	<p>Understanding of the UK education sector, including professional development and conferences</p> <p>A strong professional network comprising educational leaders and practitioners, local authorities, regional and local delivery organisations</p>

<p>Excellent relationship development skills with the ability to build strong partnerships with a range of key stakeholders</p>	
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Summary of terms

<p>Location:</p>	<p>You will be able to work regularly from home around the requirements of your role for in person meetings or travel. However, you will be contracted to our office at 68 South Lambeth Road, London SW8 1RL, and responsible for your travel to London when necessary.</p>
<p>Flexible working:</p>	<p>We have a flexible working culture and encourage all staff to work in a way that enables them to be most effective in their role. This role will involve occasional out of hours working and time off in lieu will be granted for any additional hours worked.</p>
<p>Travel:</p>	<p>This role may require national travel. Travel expenses will be paid when incurred in line with our expenses policy.</p>
<p>Safeguarding:</p>	<p>We are committed to safeguarding all those who come into contact with our work and all staff are required to follow our safeguarding policy for children, young people and vulnerable adults.</p>