

United Kingdom Jobs Expertini®

Digital Marketing Officer

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Company: Teach first

Location: United Kingdom

Category: business-and-financial-operations

Job Details

To build a fair education for all, we need to unlock the potential in all children – not just some. Together, we're making it happen. Every day, our work takes us closer to a better future. But we need to do more. It's a big challenge – and we need your help to take it on.

We believe education is the most powerful tool to help a child fulfil their potential. This is an exciting opportunity to be at the heart of our mission. You'll be part of our dynamic marketing team and lead on digital marketing activity to engage our audiences and increase applications to our programmes. Working with an audience focused and data-led approach, this role is responsible for digital marketing activity that will attract, engage and convert programme members. The Digital Marketing Officer will largely work on the Training Programme, but Teach First is a multi-programme organisation, and the programmes you support may change.

Do you have a proven track record of planning, briefing, delivering, monitoring and evaluating digital marketing campaigns and content strategies across a wide range of owned and paid channels?

Are you able to show significant evidence of delivering paid marketing activity—demonstrating experience of monitoring, evaluating and optimising campaigns?

Do you have experience working with customer relationship management systems?

Do you have experience of using mass direct communications platform to manage and send

ad hoc and automated email campaigns?

Do you have strong relationship management skills - working well in a team and able to influence key stakeholders?

Do you have a good understanding of search engine optimisation (SEO), digital analytics and tracking?

Yes, to the above? Then we want to hear from you. You might be our next Digital Marketing Officer!

Take a look at the job description and then complete an application on our career's website. Make sure you've got your CV and cover letter showing how you meet our essentials ready to upload. If you're applying from an external job board, you'll be redirected to our career's website. (Please note, we only accept applications through our careers website)

We expect interviews to take place on and from 14th May 2024

Contract TypePermanent employeeContract End DateContractual Hours37.50Job Level2DBS RequiredBasicCompensation & BenefitsEmployees based in London will receive £3000 London Weighting Allowance in addition to the advertised salary package. Advertised Salary, London Weighting Allowance and Annual Leave entitlement are FTE. They will be pro-rata'd for part time and fixed term positions.

Teach First's core benefits include 27 days holiday per annum (3 of which must be taken during the holiday shutdown period between Christmas Day and New Year's Day), participation in the pension scheme via Salary Exchange (with an employer contribution of up to 6%), life assurance, income protection and private healthcare. Through our flexible benefits platform access to subsidised dental membership, health screening, discounted gym membership, travel insurance, Give As You Earn and the option to buy annual leave.

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