



Marketing Executive

JOB DESCRIPTION

Salary – NJC 16-20 (£24,432-£26,446)

Role Purpose:

To provide support to the senior marketing manager to deliver the marketing strategy for E-ACT south academies. Responsible for the creation and implementation of content across academy websites, social media platforms and print to raise brand awareness, increase stakeholder engagement and pupil growth.

Key Accountabilities:

Reporting to the senior marketing manager.

Key relationships:

- Senior marketing manager (line manager)
- Regional Operations Director
- Regional Education Directors
- Communications team
- Regional marketing contacts
- Headteachers and senior leadership teams
- Administration teams

Key responsibilities:

Content creation

- Creating relevant content for academy websites including copy writing, refreshing images and videos and ensuring they are in line with brand guidelines and are fully compliant.
- Assisting with the implementation of the academy's social media activities across multiple channels, ensuring content fits with brand guidelines, personality and gains maximum engagement.
- Using a range of skills (video production, photography, copy writing etc.) to create original and creative content for academy social media accounts, increasing engagement and following.
- Writing and editing copy for use in print and online including blog posts, newsletters, press releases and a range of promotional materials.
- Providing design support (using Adobe Design Software/ Canva) to construct and edit content for a range of uses and audiences, including print and social media, ensuring brand consistency is maintained.

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**Stakeholder engagement:**

- Developing and maintaining effective working relationships with academies, the regional and national teams and outside agencies.
- Identify opportunities to build on stakeholder engagement with different parent segments, feeder schools, alumni, local media and wider community groups

Pupil recruitment campaigns:

- Working to an agreed brief, assist in the research, preparation and development of content to maximize audience engagement in line with campaign objectives, for use across a range of digital and print platforms
- To co-ordinate the admissions campaign cycle for both primary and secondary academies. Campaigns to include, content creation, event planning, social media advertising, email marketing, print material.
- Ensure all internal stakeholders are briefed with new marketing campaigns or content
- Analyse campaign results and adapt campaigns as necessary

Trust wide marketing

- To support the senior marketing manager in talent recruitment marketing and trust initiatives.

Marketing data:

- Support in collecting data to build profiles for each academy to analyse any trends that can inform decision making

Other marketing and communication responsibilities:

- To work with contacts across the south region on new academy marketing and pupil recruitment initiatives as and when they arise.
- Travel to academies and E-ACT offices across the country will be necessary as part of the role.

To undertake any other duties appropriate to the grade of the post as requested by your Line Manager

E-ACT is committed to safeguarding and promoting the welfare of its students and expects all employees and volunteers to share in this commitment.

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PERSON SPECIFICATION

Whether you're a 3 year old in nursery learning to explore the world around you, an 18 year old preparing to go to university, a new teacher understanding the demands of the job, a Head Teacher leading the learning in your academy, a member of the regional team ensuring efficient and effective operations or a trustee scrutinising and challenging the CEO, we want every single person within E-ACT to be driven by three core values:

We want everyone to **think big** for yourselves and for the world around you;

We want everyone to **do the right thing** in everything you do, even when this means doing something that's hard, not popular or takes a lot of time;

We want everyone to show strong **team spirit**, always supporting and driving your team forward

We really believe that if we all do the right thing, support our teams and we all think big, believe big, act big, then the results will be big too!

This means that if you want to be part of E-ACT, you need to be able to embrace and embody these values in all that you do.

OUR VALUES

Thinking Big	<ul style="list-style-type: none">• Show energy, enthusiasm and passion for what you do• Demand the highest quality in all that you do, and in the work of your team• Willing to champion new ideas and think beyond the status quo• Show an ability to think creatively and 'outside of the box' in your area of expertise, continually seeking improvements in what you do to make the organisation better• Be open to new ideas and change where it will have a positive impact on the organisation• Show a willingness to embrace different ideas and ways of thinking to improve E-ACT• Ability to 'look outside' – to continually learn about innovations in your field, new ways of doing things, and bring that learning into your work• Commitment to self-development, and developing your wider Team• Ability to self-reflect on yourself, your performance, and to think about how this could be improved further• Ability to encourage ideas from others in order to improve the organisation and build your team's confidence
Doing the Right Thing	<ul style="list-style-type: none">• Have integrity and honesty in all that you do• Make decisions that are based on doing the right thing, even when this means that they're unpopular or will lead to more work• Take responsibility and ownership for your area of work• Have difficult conversations or deliver difficult messages if that's what's required to do the right thing by our pupils

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	<ul style="list-style-type: none"> • Be transparent and open • Be resilient and trustworthy • Stand firm and stay true to our mission
Showing Team Spirit	<ul style="list-style-type: none"> • Understand how you can have a greater impact as a team than you can as an individual • Understand how you are part of your immediate team but also a much wider organisational team, in working towards our mission • Recognise that everyone is important within E-ACT, and show an ability to build strong working relationships at every level • Recognise and celebrate the success and achievements, no matter how small, of your colleagues • Be generous with sharing your knowledge to help to develop others • Understand and be willing to receive suggestions and input on your area of work from others • Support your colleagues, even when this means staying a little later, or re-prioritising some of your work • Be aware of other peoples' needs and show an ability to offer genuine support • Show an awareness and respect for peoples' differences, and recognise how different characteristics and personal strengths build dynamic and great teams

Person Specification

Essential

- Educated to at least degree level (or equivalent). Relevant vocational training will also be considered.
- Good experience in a professional marketing, business development or sales environment.
- Have demonstrable marketing experience, particularly a flair for creating engaging content
- Ability to be innovative and carry through creative ideas into practice working on your own initiative or as part of a team
- Demonstrate creative design skills and an awareness of marketing
- Excellent oral and written communication skills
- Demonstrable experience of stakeholder engagement
- The ability to work effectively as part of a range of project teams
- Demonstrable experience of managing multiple projects with different deadlines
- Must be comfortable with standard web-based and desktop software including data presentation tools

Desirable

- Knowledge of the education sector
- Marketing qualification (e.g. CIM)
- Experience in event planning, management and delivery

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▪ KNOWLEDGE, EXPERIENCE & SKILLS

Requirement Assessed at

- E – Essential
- D – Desirable
- A – Application Stage
- I – Interview Stage
- P – During the probationary period

A	Qualifications, Experience & Knowledge	E/D	A	I	R
1.	Qualified Degree Level or equivalent	E	√		
2.	Public sector experience	D	√	√	
3.	Understanding of strategic planning	E	√	√	
4.	Be responsible for own continuing professional development	E	√	√	
B	Skills & Abilities				
1.	Ability to manage and develop business relationships.	E	√	√	
2.	Excellent planning skills, accompanied by an ability to re-organise plans to accommodate emerging new priorities	E	√	√	√
3.	Good ICT literacy to use normal MS Office packages (Excel, Word, PowerPoint, Outlook, etc.)	E	√	√	√
4.	Experience of using integrated financial systems incorporating ledger accounting / payments / debtors	E	√	√	
5.	Good writing, report writing, and numeracy skills	E	√	√	√
6.	Good communication skills, particularly when providing instructions, guidance or assistance in pupil growth.	E	√	√	√
7.	Ability to build strong working relationships throughout Head Office and across academies & wider trust.	E	√	√	√
8.	Ability to interpret data	E	√	√	
9.	Ability to work under pressure and unsupervised on own initiative.	E	√	√	√
C	Attitude and Behaviours				
1.	A commitment to equality, diversity and community engagement	E	√	√	√
2.	Highest standards of personal integrity	E	√	√	√
3.	Team Player	E	√	√	√
4.	Clear evidence of initiative and the ability to seek out solutions to challenges.	E	√	√	√
5.	Self-motivated.	E	√	√	√
6.	A willingness to complete work within deadlines	E	√	√	√
D	Personal Circumstances				
1.	Willingness to travel to academies across the South region with occasional overnight stays if required.	E	√	√	

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