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| Job Title: | Digital Marketing Officer |
| Hours and type of contract: | Full Time |
| Reporting to: | Digital Engagement Manager |
| Location: | Flexible: hybrid, remote or in our Lewes, East Sussex, office |
| Introduction to National Numeracy | <p>We are on a mission to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.</p> <p>The issue: Numeracy levels in the UK are significantly below the average for developed countries: nearly half the working age population (49%) has the expected numeracy level of a primary school child. And it costs the UK economy a staggering £25 billion a year.</p> <p>Enabling social mobility: Basic number skills and confidence provide a gateway to financial inclusion, wellbeing and employment prospects. Without number confidence and skills, people are locked out of many life opportunities. And it's a problem handed from one generation to the next.</p> <p>Enabling a fairer society: Poor numeracy blights lives and livelihoods. People with low numeracy earn less, and it contributes to pervasive problems from unemployment to poor health and debt.</p> <p>Our diversity: Our stakeholders have different backgrounds and experiences, and we are committed to having a diverse team who can bring their experiences from work and home into this role. Therefore, we actively encourage applicants from black, Asian or minority ethnic groups, LGBTQ+ people and people with disabilities to apply for this role.</p> |
| Introduction to the role | <p>A new and exciting opportunity has arisen for a Digital Marketing Officer with strong social media knowledge and passion for digital content. You'll be joining the only independent charity in the UK dedicated to improving the nation's numeracy. It's a fantastic opportunity within a small but ambitious and dynamic organisation making a real difference to people's lives and livelihoods.</p> <p>We are looking for someone with social smarts, strong communication skills and a passion for digital content. Working closely with the External Relations team on our award-winning campaigns, communications, content and marketing, you will deliver organic and paid social media campaigns, email marketing, SEO and SEM plans and web content.</p> <p>We are looking for someone with solid digital marketing and social media experience, bags of enthusiasm and the ability to work with initiative and attention to detail. Previous experience in the charity sector and maths expertise are not necessary. National Numeracy is based in Lewes, just outside of Brighton, and while office-based work is available, we also offer remote, hybrid and flexible working. If not based in the office, we would expect you to be in Lewes occasionally, when the work requires it. This role may include occasional UK travel.</p> |
| Overview of Main Duties: | <p>Digital marketing and content strategy</p> <ul style="list-style-type: none"> • Work with the Digital Engagement Manager on creating and delivering digital marketing, web and content strategies for a variety of campaigns and activities. |

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| | <ul style="list-style-type: none"> • Work with the wider External Relations Team, and other teams within the organisation, to ensure key activities and messages are aligned to our wider strategy and perform well. <p>Social media and digital marketing delivery</p> <ul style="list-style-type: none"> • Day-to-day management of social media channels including Facebook, Instagram, Twitter and LinkedIn, working to increase engagement and conversion. • Plan and produce compelling content and campaigns • Source content from across the organisation and our partners • Create new content and repurpose and tailor existing content • Ensure all content is aligned with agreed tone of voice and style • Assist Digital Engagement Manager with delivery of paid social campaigns • Assist Digital Engagement Manager with search engine marketing • Monitor and review performance and provide insight to allow for evidence-based improvement • Provide regular analysis and reports <p>Website content delivery</p> <ul style="list-style-type: none"> • Work with the Digital Engagement Manager and wider team to create and manage strong, audience-led web content with great user experience • Ensure content supports SEO strategy and improves engagement and conversion • Follow brand and site guidelines • Use Google Analytics and other tools to provide insight to allow for evidence-based improvement • Assist the Digital Engagement Manager with analysis and reports <p>Email marketing delivery:</p> <ul style="list-style-type: none"> • Manage our email marketing using Mailchimp • Plan, create and execute engaging email journeys • Improve and develop our email marketing • Monitor and review performance and provide insight to allow for evidence-based improvements <p>Collaboration</p> <ul style="list-style-type: none"> • Work with External Relations and teams across the organisation on the digital marketing, content and communications aspects of our work • Work closely with the Data Team on provision and analysis of digital data • Work with partner organisations and freelancers as required |
| <p>Essential Skills, Knowledge & Experience</p> | <p>Role:</p> <ul style="list-style-type: none"> • Management of social media platforms • Excellent written and spoken skills and attention to detail • Excellent copywriting and proof-reading skills • Ability to plan, create and schedule compelling content • Web page creation and website CMS, such as Drupal • Search engine optimisation practice • Analysis and reporting <p>General:</p> <ul style="list-style-type: none"> • Ability to build effective relationships across the organisation and with external stakeholders. |

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| | <ul style="list-style-type: none"> • Ability to prioritise and manage a varied workload • Ability to work to deadlines • Highly organised, self-motivated and flexible in your approach • Ability to work both independently and as part of a team • Represent the charity with external partners and events • Ability to identify with our charity's mission • Undertake other activities as appropriate, to support activities that contribute to the growth and sustainability of the charity |
| Desirable Skills, Knowledge & Experience | <ul style="list-style-type: none"> • Use of social management system, such as Sprout Social • Use of tools including Google Analytics, Google Adwords, Google Search Console • Email marketing, using tools such as Mailchimp, and creation of email content and user journeys • Working knowledge of GDPR laws • Content management apps such as Trello • Knowledge of Microsoft 365 applications, for example Word, Excel and SharePoint, with experience of PowerPoint. |
| The Details: | <p>We are offering:</p> <ul style="list-style-type: none"> • Competitive salary of £24,000 per annum • 37.5 hours a week • 33 days' holiday a year including bank holidays • Company pension scheme • Flexible approach to office/hybrid/remote working • Full induction and a supportive approach to career development • Equality, Diversity and Inclusion strategic plan • Multiple staff social opportunities <p>National Numeracy offers a supportive, friendly culture with a focus on wellbeing and collaboration. We take life-long learning seriously and support our staff to develop their skills and knowledge.</p> <p>We offer a flexible approach to office/hybrid/remote working and welcome applications from candidates interested in office, hybrid or predominantly remote working options.</p> <p>National Numeracy is an equal opportunities employer, and all applicants are treated equally and fairly throughout the recruitment and selection process.</p> |
| How to apply | <p>Please follow this link for details of how to apply: https://jobs.prospect-us.co.uk/jobs/details/hq00180040</p> <p>* This job description doesn't constitute a promise or guarantee of employment . National Numeracy reserve the right to make changes to this job description. ** National Numeracy reserves the right to change the deadline for applications or to close the application window if a suitable candidate is found. *** National Numeracy cannot offer visa sponsorship for this opportunity. Please do not apply unless you can demonstrate eligibility to work in the UK.</p> |