

Job Description: Communications Manager

Reports to: Head of External Relations

Salary: £35,000 - £40,000 pa

Contract: Permanent, 37.5 hours per week

Location: Borough, London

Purpose of role

Enhance the profile of Mathematics Mastery and English Mastery, strengthen advocacy and increase engagement with key audiences through the planning, production and promotion of:

- User-centric content and campaigns which increase brand visibility and interaction
- Timely, relevant, high-quality communications to our network of schools
- Informative and inspiring stakeholder communications

Scope of job

This is an exciting and challenging role for an ambitious person looking to help shape and drive the communications and marketing of Mathematics Mastery and English Mastery. This is a varied position which demands a range of skills – notably copy writing, content creation and planning.

Working alongside the Head of External Relations, you will take ownership of our communications plans including

- the development and delivery of our school communications plan, an area where there is plenty of scope for expansion and improvement;
- developing our stakeholder communications.

You will also play a key role in delivering an ambitious marketing strategy which drives programme growth year on year. You must have the expertise and knowhow to take a strategic plan and turn it into tangible action plans – ensuring the right activity is delivered at the right time.

Working effectively with colleagues to extract relevant information, gather ideas and build stories is pivotal to success in the role. You will also be required to offer sound support and be prepared to challenge, to demonstrate best practice and help upskill the entire team in communications.

Digital activity is a big focus for our communications and marketing, and simply producing great content isn't enough. This role will also require you to think about how content is promoted online, how it's tracked and measured and how it can be tested and refined to increase its effectiveness. If you don't have a digital background, an appetite to develop your knowledge and skills in this area is essential.

Key responsibilities

Communications planning

- Play a key role in the delivery of the marketing and communications strategy, taking ownership of the planning and implementation of specific campaigns, tactics and initiatives.
- Lead on the annual communications plan for our network of schools, working with colleagues from across the organisation to gather and produce content, and provide expertise on messaging.
- Lead on the project-management of cross-organisational communications and marketing activity.
- Contribute to the planning, development and delivery of key employee communications.

Content

- Play a key role in the planning, development and production of external facing content, including blogs, video scripts, marketing literature and presentations.
- Take the lead on content marketing, to support our strategic aims.
- Draft high-quality copy for a range of channels and mediums.
- Take ownership of the newsletter which goes out to our network of schools, as part of the broader school communications plan.
- Work with colleagues to gather stories and information, and take the lead on turning them into compelling content.
- Advise on content channels and mediums, to ensure we are communicating our messages as effectively as possible.
- Proactively monitor the news agenda and education landscape, maximising opportunities for topical content generation.
- Drive organisational best practice, ensuring all communications and content meets our organisational standards and effectively represents the brand.
- Work with our Impact Manager to develop strong case studies that tell the story of how our organisation is making a difference within schools.

Digital

- Champion a digital first approach to marketing and communications, which includes testing and refining key customer touch points to improve organisational effectiveness.
- Manage our Twitter channel day to day, ensuring appropriate use and integration within our broader marketing and communications strategy.
- Play a key role in the monitoring and analysis of website traffic and goal conversions through Google Analytics, ensuring activity is tracked against an agreed set of KPIs.
- Build email campaigns in MailChimp and manage our opt-in database, taking a keen interest in how we can develop our use of this platform over time.
- Ensure the website is kept up to date, with fresh content added on a regular basis.
- Ensure all website content is optimised for SEO.

Marketing support

- Act as a key ambassador for the brand, providing advice and guidance to staff on brand values, visual identity and tone of voice.
- Play a key role in attracting new schools to the programme, enabling us to grow year on year.
- Play a key role in the development and delivery of creative marketing campaigns and tactics to support our strategic aims.
- Develop our suite of marketing collateral, ensuring we have a range of effective material for a range of audiences and purposes.
- Play a key role in tracking and monitoring all marketing activity, ensuring we can demonstrate the effectiveness of our work and identify areas for improvement.

Media monitoring

- Monitor the news, political and policy agenda, highlighting relevant opportunities for response.

Person specification

Attributes

- Ambitious with a strong work ethic.
- Self-motivated and eager to learn in a challenging and varied role.
- Self-sufficient with the confidence and ability to work autonomously.
- Flexible and willing to adapt in a changing environment.
- A creative approach combined with practical know-how.
- Curious and thoughtful mind, enabling you to immerse yourself deeply in what we do.
- Ability to digest complex information and translate it into simple, clear messages.
- A quick thinker and fast learner, with an appetite to grow and develop.
- Ability to influence, challenge, persuade and inspire others.
- A proactive and flexible approach to working in a fast-paced, evolving environment.
- Strong organisational skills and the ability to plan and lead projects.
- Ambition to grow with the organisation.
- Strong belief in and enthusiasm for the Mathematics Mastery and English Mastery vision and mission.

Experience, knowledge and skills

- Exceptional copy writing skills.
- Experience within a varied, fast-paced communications or marketing role.
- Experience of developing and implementing communications plans for a high-profile project, initiative or organisation.
- Interpersonal and influencing skills, with the ability to form effective relationships.
- Skilled and experienced in writing a variety of content for a variety of audiences.
- Understanding of, and experience using, MailChimp or other email platforms.
- Understanding of, and experience using, Google Analytics (or a strong appetite to learn).
- Understanding of SEO (or a strong appetite to learn).
- Understanding of user experience (or a strong appetite to learn).
- Design skills and experience using InDesign and Photoshop (desirable).

Other

- Qualified to degree level and above.
- Interest in the education landscape and issues affecting education.
- Right to work in the UK.