



Job Profile

Role: Digital Marketing Executive

Location: Hybrid, Trust Head Office & Remote

Salary: TBC

Contract: Full time 35 hours per week

Reports to: Deputy CEO

All Saints Multi Academy Trust is a forward-thinking organisation dedicated to providing exceptional educational experiences across our network of schools. We are committed to Aspiration, Inclusion and Service and we are looking for a passionate Digital Marketing Executive to help us enhance our online presence and engage our community.

Job Focus: The Digital Marketing Executive will play a crucial role in developing and implementing digital marketing strategies to promote our multi academy trust, our schools, and our educational initiatives. The ideal candidate will have a strong understanding of digital marketing channels, content creation, and analytics, along with a passion for education.

Core Responsibilities & Tasks

Digital Strategy Development

- Manage the creation and execution of comprehensive digital marketing strategies to increase brand awareness and engagement across all online platforms.

Content Creation

- Develop engaging content for websites, social media, newsletters, and other digital channels that align with the trust's values and objectives.
- Collaborate with teaching staff to highlight student achievements, school events, and educational initiatives.

Social Media Management

- Manage and grow the trust's social media presence across platforms such as Facebook, Twitter, Instagram, and LinkedIn.

- Monitor social media trends and respond to community engagement, ensuring a positive online presence.

Email Marketing:

- Design and implement email marketing campaigns to communicate important updates, events, and initiatives to parents, students, and stakeholders.
- Analyze campaign performance and optimize future efforts based on data-driven insights.

SEO and Website Management:

- Support the optimization of the trust's website for search engines and ensure content is up-to-date and user-friendly.
- Utilize analytics tools to monitor website traffic and performance, providing reports and recommendations for improvement.

Analytics and Reporting:

- Track and analyze key performance metrics to assess the effectiveness of digital marketing campaigns and strategies.
- Prepare regular reports for the management team, highlighting successes and areas for improvement.

Collaboration and Support:

- Work closely with school leaders, teachers, and administrative staff to understand their needs and promote school-specific initiatives.
- Attend and support school events, capturing content for marketing purpose

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in digital marketing, preferably within the education sector.
- Strong understanding of SEO, social media marketing, email marketing, and content management systems.
- Excellent written and verbal communication skills.
- Proficiency in digital analytics tools (e.g., Google Analytics, social media insights).
- Creative mindset with the ability to think outside the box.
- Strong organisational skills and attention to detail.
- A passion for education and a commitment to supporting the mission of the multi academy trust.

What We Offer:

- A supportive and collaborative working environment.
- Opportunities for professional development and growth.
- The chance to make a real difference in the lives of students and the community.

Person Specification

Criteria	Essential	Desirable
Education & Experience	Bachelor's degree in marketing, Communications, or a related field	Relevant professional certifications (e.g., Digital Marketing, SEO)
	At least 2 years of proven experience in digital marketing, ideally in an educational setting	Experience working with multi-academy trusts or similar organisations
	Experience developing and executing digital marketing strategies	
Digital Marketing Skills	Strong understanding of SEO and website management to enhance search visibility	Experience with innovative digital marketing tools and techniques
	Proficiency in social media marketing across platforms (Facebook, Twitter, Instagram, LinkedIn) and website optimisation	Familiarity with CRM systems for email marketing campaigns
	Experience with email marketing campaigns, including design and analysis	
Creative Content Development	Ability to create engaging content that aligns with the trust's values, including website articles, social media posts, and newsletters	Creative skills in video production or graphic design for promotional materials
	Experience collaborating with teaching staff to highlight student achievements and school events	Experience in developing educational campaigns that engage the community
	Strong writing and editing skills for clarity and impact	
Social Media Management	Proven track record in growing and managing social media presence to enhance community engagement	Experience in creating social media advertising campaigns
	Ability to respond to trends and community interactions positively and effectively	Experience with partnerships or community outreach programs
	Experience with social media advertising and targeted campaigns	
Analytical & Reporting Skills	Strong analytical skills to track and evaluate key performance metrics for digital marketing campaigns	Experience using advanced analytics tools (e.g., Google Data Studio) for data visualisation
	Ability to prepare detailed reports for the management team on campaign successes and areas for improvement	Ability to provide strategic recommendations based on analysis
	Familiarity with Google Analytics and other tracking tools	

Organisational Skills & Passion	Excellent organizational skills to manage multiple projects, including marketing campaigns and event support	Experience in attending and supporting school events for content creation
	Genuine passion for education and commitment to enhancing the learning experience for students	Involvement in educational outreach initiatives or community service
	Ability to work independently and as part of a team	
Interpersonal Skills	Strong relationship-building skills to collaborate with educators and staff	Experience in stakeholder engagement or partnership development
	Ability to represent the trust positively in the community and at events	
Innovation & Initiative	Demonstrated ability to think creatively and propose new ideas for digital engagement	Experience in leading projects or initiatives that introduced innovative solutions
	Willingness to take initiative in developing new marketing approaches	