



Freelance Marketer

Contract / Part Time / Remote / Flexible

Recruitment Pack

Welcome from the Principal

Thank you for your interest in joining our small college, ideally located in one of the nicest parts of West London in the heart of Ealing. With demand for places at the College growing, and a recent expansion, we are looking to appoint an experienced and highly capable Freelance Marketer to join our team from January 2025.

The College offers a friendly and personalised learning environment with small class sizes, where students have a strong support system in place, both through the teachers as well as their peers. The learning extends beyond the classrooms, with a selection of clubs and societies available to enrich and enhance the College experience.

Ealing Independent College is a wonderful place to learn and grow, supported by passionate and dedicated staff who ensure each and every student reaches his or her potential and leaves with grades and university destinations of which they can be truly proud. With an average class size of eight, it gives our staff the chance to fully understand each individual student - to get to know how they best make progress - and to make a bespoke learning programme for them, geared towards ensuring that they perform to the very best of their abilities.

Founded over 25 years ago, we have consciously established a focused study environment to allow our students the right atmosphere and support to reach their true potential. The College provision has expanded in order to deliver 16 courses at A Level and 12 courses at GCSE. The College is a close community, enabling regular and detailed communication between staff, students and parents regarding the process. Where issues arise, these are quickly addressed, and intervention is brought in to ensure students fulfil their potential.

It is because of this focused approach, combined with our dedicated staff and effective performance tracking that we are consistently ranked amongst the top London schools and colleges in the Government League Tables. Most notably, the College is amongst the top schools in the country in helping students improve their grades. The admissions process is fully inclusive, and students are given the opportunity to study at the College where they show high standards in their attitudes to work and self-improvement, provided they meet the admissions criteria in order to demonstrate that the courses we offer are appropriate to them. Adding value is key for all staff here.

In the last seven years, the College has been placed in the top 15% of schools for improving value to student grades, and in two of those years, we have been in the top 5%. It is this level of consistency which ensures that Ealing stands out from our competitors, and gives everyone connected with the College a great deal of pride.

We look forward to receiving your application, and meeting you in due course.



Allan Cairns
Principal



Position: Freelance Marketer

Location: Remote/Flexible

Engagement Type: Contract/Part-Time

Overview

We are an independent college looking for a skilled and creative Freelance Marketer to enhance our online presence and drive web-based advertising campaigns. Digital marketing experience is a must, as well as expertise in managing and optimising web advertising campaigns. The role plays a crucial role in promoting our college's distinctive offerings, increasing enrolment, enquiries, and establishing our online brand.

Key Responsibilities

- Develop, execute, and manage targeted online advertising campaigns (Google Ads, Facebook Ads, Instagram Ads, etc.) to attract prospective students and parents.
- Monitor ad performance and optimise campaigns to maximise ROI.
- Conduct keyword research and use SEO best practices to enhance the effectiveness of advertisements.
- Create engaging and relevant content for the school's social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Schedule posts, interact with followers, and respond to enquiries promptly to build a strong online community.
- Collaborate with admissions to refine the digital admissions funnel, from initial inquiry to enrollment. Optimise landing pages, forms, and follow-up communication to ensure a seamless experience for prospective parents.
- Showcase student achievements, alumni success stories, and unique aspects of the college through online channels to inspire confidence and trust among prospective families.
- Analyse social media insights and trends to improve engagement and reach.
- Collaborate with the school's team to ensure the website is up-to-date, user-friendly, and optimised for search engines.
- Use analytics tools (e.g. Google Analytics) to track website traffic and identify areas for improvement.
- Design and produce high-quality digital content, including graphics, videos, and written materials, tailored to the college's brand.
- Develop compelling email marketing campaigns targeting prospective and current families.
- Track, measure, and report the success of digital campaigns and web performance.
- Provide actionable insights and recommendations to enhance future marketing efforts.
- Ensure all marketing efforts align with the college's mission, values, and brand identity.
- Help refine the school's unique value proposition and communicate it effectively through online channels.

Qualifications and Skills

- Proven experience in digital marketing, preferably within the education sector or for a similar client base.
- Strong expertise in managing web advertising platforms (Google Ads, Facebook Business Manager, etc.).
- Proficient in social media management tools and graphic design tools (e.g. Canva, Adobe Creative Suite).
- Solid understanding of SEO, SEM, and email marketing strategies.
- Familiarity with analytics tools (Google Analytics, Facebook Insights) to interpret data and refine campaigns.
- Excellent written and verbal communication skills.
- Creative thinker with a strong ability to craft compelling marketing messages.
- Highly organised and able to manage multiple projects independently.

What We Offer

- Flexible working hours and remote work arrangements
 - *(must be London based as you may be asked to occasionally visit the college)*
- Opportunity to make a meaningful impact.
- Competitive compensation based on experience and deliverables.

Application Process

To apply, please submit your cv and portfolio of past campaigns.

