**Job Description**

**Main responsibilities:**

* Working with the Director of Marketing in delivering the NULS Marketing Strategy and plan;
* Champion, develop and support the marketing of NULS to all its stakeholders through all relevant digital marketing communications channels;
* Work with the Director of Marketing and the wider staff team to successfully deliver the full range of marketing activities;
* Work closely with marketing colleagues to support the planning and implementation of all marketing promotional campaigns ensuring digital activity is in line with wider marketing activities;
* To be able to lead advertising booking, evaluation and execution;
* To be able to generate and deliver on site events for marketing purposes;
* To be able to apply themselves to the diverse aspects of a marketing position from writing, to social media management, to website content delivery, to literature production etc;
* To be able to contribute to the composition of marketing plans with the Director of Marketing;
* Help to manage the consistency of our brand(s) and content through all media and channels including our websites, social media channels and so on to ensure accuracy across all platforms;
* Input into the content and use of all Websites and Digital Assets and support the school’s digital presence and content assets through the creation and management of innovative digital content;
* Continually look for ways to develop and improve the online user experience through innovation, website design, functionality and ease of navigation;
* Drive the Search Engine Optimisation of the NULS website to improve performance and increase website traffic;
* Actively monitor the awareness and impact of our brand and marketing activity in order to help NULS establish and maintain competitive advantage;
* Report to the Director of Marketing regularly on relevant website, social media and email analytics against marketing KPI’S and offer recommendations for change;
* Help NULS to mprove customer engagement through developing our communications through social media channels, such as Facebook, Twitter, LinkedIn, and Instagram;
* Assist the Director of Marketing to develop the School’s digital advertising and funnel design for social media advertising, digital display adverts, Google, Youtube, and other pay-per-click campaigns;
* Playing a leading role in all Outreach work, managing events and programmes that bring in the community;

**Person Specification**

* Educated ideally to degree level or equivalent in a relevant subject with knowledge of marketing, specifically content creation and copywriting;
* Highly proficient user of IT;
* A minimum of 2year’s experience in a marketing context and the ability to demonstrate impact across previous work settings;
* Experience in copywriting for a range of different audiences;
* Demonstrable evidence of continuous self-development;
* Self-motivated with the exceptional drive to follow issues through to a successful conclusion;
* The ability to constantly reflect and modify work to seek constant improvement and effectiveness;
* Ability to work flexibly, enthusiastically as part of a team and on own initiative;
* Ability to work in detail and ensure high level of accuracy;
* Excellent communication skills with the ability to reach different audiences;
* Ability to establish effective working relationships with colleagues and visitors;
* A target driven individual, focussed on ensuring delivery and success