

Contract Type:	Permanent
Location:	Any regional office
Hours:	Full-Time
Level:	1
Salary:	£25,300 (roles based in London will also receive £3,000 London Weighting Allowance)

Digital Communications Executive

Purpose of the team

The Digital Communications team sits within a broader Communications department and is responsible for identifying and delivering effective, timely, relevant and engaging digital communications that put the user at the heart of the journey. This includes website and social media management and development, leading on all e-communications, producing high-quality video output and providing advice and guidance to all colleagues on the best way of engaging with their audiences online based on data and analytics. Our ambition as we continue to learn and develop in a constantly changing digital space is to work flexibly with our colleagues to build on the knowledge and insight they have of our key audiences and where we want to take them, and use our expertise to develop excellent online solutions backed by data, research and the power of our brand.

We are currently launching a new website and e-comms platform, and reviewing our social media and audio-visual output, putting a team in place to help us deliver first class communications through these channels. The Digital Communications Executive is vital to supporting these changes as we look to become a more digitally mature organisation.

Purpose of the role

The Digital Communications Executive plays a key role in supporting the creation and delivery of a range of digital communications with a focus on delivering high-quality, targeted e-communications to a range of key audience groups and ensuring they are supportive of a consistent online user journey across our other channels including website and social.

As admin support owner of our e-comms platform, you will work proactively with comms audience leads to provide expert content and technical support to ensure the e-communications they own are delivered successfully as per their plans.

Although this role focuses on providing expert support for the delivery of e-communications, at times you will support the broader team by creating and delivering engaging content on our other key channels including our website and social media.

In line with the Digital Communications team's aspiration for their work to be led by data and research you will also take the lead in providing detailed analytics reporting to inform future developments to our e-communications and other key channels.

What you do

Your responsibilities include:

- Providing expert technical and content support for the successful delivery of e-communications as per plans owned by comms audience leads

- Constantly developing your knowledge of our e-communications platform to provide on-going expert technical and content support to all users, and suggesting changes to plans and processes as a result
- Proactively seeking feedback on the efficacy of the new platform in delivering effective e-communications and using findings to inform any future developments
- Working closely with the rest of the Digital Communications team and the wider Comms department to ensure creative, engaging content cuts across our main channels and achieves goals we have for our key audiences
- Supporting colleagues with digital reporting, maximising insight to drive forward coordinated development across all platforms and sites.

The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business need.

You're good at

Essential:

- Ability to maintain a wide range of relationships and deliver high customer service experience
- Experience creating, sending and evaluating emails using email marketing software
- Experience of, or a desire to learn, Google Analytics for measurement and reporting
- Logical and problem solving approach to challenges
- Ability to thrive in a fast-paced environment with competing priorities and to work flexibly
- Experience of developing and implementing new processes and procedures
- Superb written and verbal communications

Desired:

- Experience working within Salesforce Marketing Cloud
- Experience posting and monitoring social media
- Experience working in a CMS
- Experience using Salesforce

All our employees are expected to model [our values](#) and help others to do so.

Benefits

Teach First's core benefits include 27 days holiday per annum (3 of which must be taken during the one week holiday shutdown period between Christmas Day and New Year's Day), participation in the pension scheme via Salary Exchange (with an employer contribution of up to 6%), life assurance, income protection and private healthcare. Through our flexible benefits platform access to childcare vouchers, interest free travel season ticket loan, subsidised dental membership, health screening, discounted gym membership, travel insurance, GAYE and the option to buy/sell annual leave.

How to apply

To apply for a vacancy at Teach First you are required to complete an [online application form](#). Please have your CV and covering letter ready to upload. If you are an internal candidate please apply via your HR Self Service menu after informing your line manager of your interest.

Next steps

We aim to provide feedback to all applications within 10 working days from the closing date. Please note that first round interviews will take place on 23rd October 2017 and second round interviews will take place on 30th October 2017.