

Contract Type:	Fixed term until 30 th August 2019
Hours:	37.5
Location:	Any regional Teach First office
DBS:	None
Level:	2
Salary:	£31,510 pro rata (roles based in London will also receive £3,000 pro rata London Weighting Allowance)

Digital Officer, Network Development

Purpose of the team:

The Network Development Directorate is responsible for increasing the network power and connectivity within the Teach First alumni community. It also includes increasing high-impact network connections between Teach First's school, pupil, employee, business and policy-making communities. So that:

1. More, great teachers are equipped and inspired by their networks to enter, stay and be more impactful in the classroom
2. More school leaders are well connected through networks to increase the spread of knowledge and inspiration across the sector/community
3. More schools can draw on a strong community and network which surrounds them for teachers, governors, volunteers and corporate support and the policy environment is more positive due to the deeper connections between policy makers and those on the front line.

Fostering online networks and networking, communicating to the community in a regular and compelling way and giving clear and compelling messaging on the Teach First website on what is available to alumni are going to be key to the Teach First 2018-23 strategy. In the next strategy period we are shifting to a principle of 'going where the community is already' - utilizing the networking platforms that are core to the community's everyday lives. There are a number of legacy digital projects that need to be thoroughly reviewed in light of the new strategy. There is still considerable work to be done to achieve each of these elements before they become BAU.

Purpose of the role:

To be a technical expert who has the capacity and skillset to transition the team to a new way of working by August 2019, in close collaboration with, and with the guidance of, the Marketing and Communications Department.

At this level you will:

- **Impact:** You will ensure that alumni have a high quality, relevant digital experience
- **Communication:** You will clearly articulate the digital offer to alumni (i.e. which networks they can join and where) and support the team internally with how to communicate well to build networks and encourage networking online
- **Innovation:** You will develop a new digital-first approach, fit for the new network development strategy
- **Knowledge:** You will have deep expertise in online network building on public platforms, as well as a detailed and technical working knowledge of Drupal, Higher Logic and Salesforce Marketing Cloud

Your responsibilities will include:

1. Digital strategy for alumni networking
 - a. Define and implement the new digital channel strategy for community engagement, based on a principle of 'going with the natural momentum/where the community is already', and to include website, email, and social media channels.
 - b. Develop a plan for direct email engagement, making use of our data, focus group research, global best practice and our marketing and communications team.
 - c. Benchmark current alumni activity on social media channels (Twitter, Facebook, Instagram, LinkedIn), including identifying engaging content opportunities and key alumni active on each channel. With our Strategy, Performance, and Research department, set up a system for ongoing monitoring and activity mapping of alumni impact.
 - d. Develop online network management tools and strategies and new social media channels
 - e. Continue to develop the Community section of the Teach First website to reflect and amplify the impact of the alumni community.
 - f. Gather the business requirements of the Network Development Directorate for the new-brand website and work with colleagues to ensure their implementation
 - g. Investigate and recommend new channels for alumni engagement, such as closed WhatsApp groups or offline communities of practice.
2. Transition for legacy digital channels
 - a. Based on the strategy and working with other departments, develop a transition plan for the legacy Community website, including auditing existing content and engagement levels and recommending where content may be migrated to TeachFirst.org.uk.
 - b. Collaborate with the Technology team to on further usage of legacy Higher Logic community networking platform, including Teach First website integration options.
3. Embedding knowledge and upskilling
 - a. Share relevant global best practice for optimal use of social media platforms and email
 - b. Develop and implement a training plan for colleagues on optimal use of social media channels and email for fostering alumni network engagement.

The role will be managed and supported by the Head of Network Intelligence, with a dotted line into the Community Communications & Marketing Manager in Comms (L3) role, who will be part of your goal setting and appraisal process. The role will work closely with the Executive Director of Network Development, IT and the Head of Customer Experience.

Person Specification

Essential skills and experience:

- **Campaigns and marketing:**
 - Success in managing the development of e-communications platforms and campaigns
 - Understands appropriate use of different channels for campaigns, ensuring an integrated approach and using digital technologies to full potential.
- **Communications and media:**
 - Success in developing cross-channel content strategies and planning for a variety of different audiences
 - Excellent understanding and experience of social media management
 - Knowledge of and expertise in the digital communications landscape across social media, e-communications, and web platforms
 - Success of working within and making best use of a website CMS
- **Data Insight:**
 - Experience of, or a desire to learn, Google Analytics for measurement, analysis and reporting
 - Knowledge of analysis tools such as Microsoft Excel

- Recognises the importance of taking a customer-focused approach and analysing data to draw accurate conclusions, drive planning and guide actions for managing relationships
- **Information technology:**
 - Able to work with IT to develop IT solutions that deliver effectively and turn a business need into a technical solution.
- **Improving and innovating:**
 - Experience of developing and implementing new processes and procedures
 - Analyses complex issues and significantly improves, changes or adapts existing methods and techniques.
- **Communicating and influencing**
 - Excellent written and verbal communication skills with the ability to create high quality and persuasive content and collateral to foster a sense of community and increase involvement

Desirable skills and experience:

- **Project Management:**
 - Experience of participating in development project plans, adhering to actions and access to resources as required
 - Proven ability to adhere to project timelines
 - Ability to communicate project outcomes clearly
- **Knowing the market:**
 - Regularly scans the external environment and incorporates findings into decision making.
 - Shares new approaches from inside and outside the organisation with others to promote knowledge exchange and learning.
- **Customer service:**
 - Demonstrates positive 'can do' approach.

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

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. For this role first round interviews are likely to take place on 21st and 25th February 2019 with second round interviews as required.