

Digital Marketing Assistant

School:	Eteach HQ	Posted:	3rd June 2024
Location:	Bracknell, Berkshire	Expires:	12th August 2024 02:35 PM
Contract Type :	Permanent	Start Date:	As Soon As Possible
Salary:	£24,000 per annum	Job ID:	1427051
Hours:	Full Time		



Are you looking to launch your career in digital marketing? This is your chance to supercharge your skills in a dynamic, entrepreneurial company, paving the way in education technology and recruitment.

We're looking for a passionate, creative, and curious individual to drive brand awareness, create demand for market-leading solutions and create exceptional online experiences for our customers.

Be a part of exciting digital campaigns, join us today.

Reporting to the Head of Marketing, you will play a critical hands-on role in supporting the B2C and B2B digital marketing strategy to deliver exciting campaigns across all Eteach Group brands,

We're looking for someone keen to learn, who can bring plenty of their own ideas and wants to play their part in their team.

Experience and an understanding of PPC, SEO or analytics is advantageous as is a desire to be creative in either copy, content or design. This role could be an amazing platform for the right person, looking to develop a range of skills before finding their marketing niche.

Key Responsibilities

- Support the Marketing team in the delivery of brand marketing communications across all digital channels, with an emphasis on candidate email and social media campaigns
- Support with the creation of PPC campaigns including creative content
- To support SEO for the marketing team – ensuring all content recommendations are taken on board and understanding is shared with the wider team
- Create and deliver compelling and engaging weekly marketing activities such as targeted emails, candidate newsletters and organic social posts – with a focus on dynamic creative content
- Use the company's Content Management System to edit and create web pages, and work with the web team to help develop and refine our web pages
- Ensure copy is written and edited to our house style and exacting standards of accuracy, and the style is developed appropriately for each digital channel
- Monitor, analyse, and report on the performance of digital channels/activities using tools like Google Analytics
- Evaluate the use of content and digital channels using data to drive and support decision-making on a regular basis to encourage innovation (such as introducing educator-generated content) utilising feedback, analytics, and testing
- Monitor and report on metrics, analysing the performance of all marketing communications using Google Analytics and other reporting tools
- Work closely with the Marketing team to ensure video, audio, and photography content is developed and used, and effectively optimised
- Repurpose content for different audiences and channels across B2B and B2C markets
- Conduct social listening and monitor our social platforms for sales opportunities and candidate conversions, responding appropriately to customer/candidate engagement and communication
- Grow our social media presence with engaging and consistent posts – constantly researching and providing new ways/formats to engage with our audience
- Ensure that all marketing communications activity complies with GDPR and other relevant data protection laws and follows Eteach's data protection policy
- Sourcing promotional materials and merchandise from third-party suppliers for internal and external requirements
- Support with internal communications and activities related to improving company culture

What can we offer you:

- Ongoing training and professional development opportunities to enhance your sales skills and product knowledge.
- Access to training platforms.
- Collaborative and supportive work environment.
- Exposure to cutting-edge software solutions and industry-leading clients.
- Comprehensive benefits package, including health insurance, and enhanced pension scheme.
- Free onsite car park.
- Company Socials.
- Modern office space
- Fizzy Friday

About us:

Eteach is a specialist EdTech company, leading the way in delivering Job boards and recruitment software for schools and colleges. We are proud to work with thousands of schools and colleges across the UK and Internationally. With our HQ in Bracknell, Berkshire we also have offices in Cardiff and

Dubai.

Why join us?

Being part of the Eteach team means you will be passionate about making a difference in education. Everyone here believes in providing better products and services so that schools and colleges can invest more in their pupils.

Eteach welcomes applications from all suitably qualified individuals regardless of gender, age, race, religious belief, disability, or sexual orientation. We celebrate diversity and are committed to creating an inclusive environment for all employees.

You must have the right to work in the UK and be able to commute to our Bracknell office.

(No Recruitment Agencies)