

Marketing Executive

nasen (National Association of Special Educational Needs) is looking to recruit an experienced Marketing Executive on a fixed term 12-month contract until 31st March 2020.

Interviews will take place on Friday 22nd March.

Job Title: Marketing Executive
Job Holder(s):
Responsible to: Head of Sales and Marketing
Responsible for: N/A

Salary: £25k

Job Purpose: To provide marketing expertise to the sales and marketing team in order to grow nasen's membership and raise the profile of the organisation. To be responsible for all aspects of communications and marketing, including social media, events, press relations and branding.

Duties and Responsibilities

As nasen grows and develops, the nature of the duties in this role may also change and develop according to the needs of the organisation. This will require a flexible and adaptable approach. The key duties and responsibilities include:

Strategic Priorities

- To support the Head of Sales and Marketing by contributing to nasen's strategic priorities:
- To deliver outstanding training and professional development for education professionals.
- To publish high quality research, information, advice and guidance for education professionals.
- To provide a national and international voice for a growing nasen membership.
- To offer SEND (Special Educational Needs and Disabilities) consultancy services, including high level policy reform and bespoke professional development.

Marketing

- To promote nasen across the UK through targeted marketing campaigns so that all schools are aware of the nasen offer and a significant proportion take up nasen membership.
- To produce marketing collateral for nasen.
- To market the nasen brand and offer through the effective use of social media.
- To support in raising nasen's PR profile
- To represent nasen at exhibitions and events.
- To manage nasen's digital media requirements.

Membership Communication Responsibilities

- The production of nasen's monthly e-newsletter and mailings to members and other contacts as required.
- Help to maintain and develop nasen's websites.
- To develop, write and produce marketing material and campaigns to attract new members and retain existing members, working closely with external organisations as required.

- To support on a number of campaigns developed in conjunction with the DfE
- To produce regular marketing reports (e.g. website usage) highlighting trends and topical issues.
- To work in partnership with the Membership Co-ordinator to ensure membership services are well communicated and accessible.
- To safeguard the integrity of nasen's membership database by adhering to the Data Protection Act 1998 in relation to the use member's personal data and their rights under the Act
- To manage the nasen welcome inbox, providing information, advice and guidance to the membership network

Other

- To undertake relevant training and development, as requested
- Any other duties and responsibilities as required as appropriate to the level of the post.

Person Specification

Qualifications	<ul style="list-style-type: none"> • Educated to degree-level standard or equivalent experience, with GCSE passes in English Language and Mathematics or equivalent.
Professional Qualifications	<ul style="list-style-type: none"> • Marketing qualification or equivalent experience.
Previous Experience	<ul style="list-style-type: none"> • Proven experience of leading on the development and implementation of successful marketing campaigns. • Experience of marketing in the voluntary sector (desirable). • Experience of working in an education environment (desirable). • Experience of working within the field of SEND (desirable).
Knowledge and Skills	<p><u>Essential</u></p> <ol style="list-style-type: none"> 1. Demonstrable ability to quickly establish personal credibility, and to develop and maintain effective working relationships with groups and individuals with differing perspectives and agendas using strong negotiation and closing skills. 2. Experience of working collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally. 3. Proven ability to manage multiple simultaneous projects 4. Excellent prioritisation and personal time management skills including the ability to deliver work to agreed timescales and standards. 5. Excellent interpersonal, communication and presentation skills. 6. Excellent IT skills, with good knowledge of Microsoft packages, databases and the internet. 7. Understanding of and commitment to equal opportunities and to nasen's mission, vision and values. 8. Willingness to travel and work some unsocial hours. <p><u>Desirable</u></p> <ol style="list-style-type: none"> 1. Understanding and experience of the voluntary sector. 2. An understanding of nasen and its networks, or similar structures within the voluntary sector.
Other Information	<p>The post-holder will need to adopt a flexible approach to support nasen's work. The role may require some working outside of office hours and occasionally at weekends.</p>

