



# Digital Marketing Lead

**Salary: £29,795 - £33,300**

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Engaging Education is a team of more than 30 innovators and problem solvers with a track record of producing outstanding creative services. We deliver branding, marketing and communication materials that break down barriers and create impact for partners across the UK and beyond.

We're looking for a Digital Marketing Lead to head up our growing Digital Team and further develop our digital marketing offer.

## Position Overview

The Digital Marketing Lead will work on a diverse range of exciting projects, from new website builds to social media strategy, for clients across the country. They'll play an essential role in managing our range of marketing contracts, shaping our processes and driving our digital marketing offer forward.

They will work collaboratively with our Design, Media and Copywriting Team Leads to create and distribute engaging content, and will support our Projects and Partnership Managers to continuously provide an outstanding service to our range of clients.

This is an exciting opportunity for a skilled digital marketing professional with their finger on the pulse and a drive to make a difference.

We're looking for someone who:

- Lives and breathes digital marketing (i.e., has a degree in Marketing or similar plus experience in a marketing position).
- Can spin lots of plates, keeping track of multiple clients and projects.
- Likes being creative and finding new solutions to old problems.
- Can build strong relationships with the team, our clients, and media links.
- Is an experienced manager and motivator.
- Loves to keep on top of digital marketing trends in the sector.

## Key Responsibilities

### Digital Marketing Services

- Create impactful digital marketing strategies for clients and Engaging Education.
- Lead on all digital projects – from social media community management to full website projects – with a high level of attention to detail.
- Monitor and analyse digital marketing campaigns to assess success against multiple KPIs (including managing budgets).
- Advise and inform a range of clients through focus groups, kick-off meetings and delivery management catch-ups for the duration of a project.
- Carry out in-depth market research to inform marketing strategy.
- Produce quality analysis and impact reports for all projects, based on KPIs.
- Build and manage relationships with PR/communication/digital partners, including building long-term relationships with local press outlets across the UK.

### Leading & Managing

- Manage and support the Digital Team, consistently motivating them to achieve the best possible results.
- Take responsibility for on-time, accurate delivery of all digital projects – quality assuring for all Digital Team members.

**Company Development**

- Contribute to the innovation and growth of Engaging Education, by leading on the development of our digital offer.
- Source new, exciting opportunities for clients, such as the latest digital platforms and methods.
- Support the Commercial Team to secure new business opportunities by contributing to bids, tenders and project proposals.