

Job description

Job Title: Digital Engagement Manager

Reporting To: Head of External Relations

Department: External Relations

Location: Homeworking

Salary: Manager (£33,421 - £40,000)

Benefits: 25 days annual leave + bank holidays + birthday leave, 5% employer pension contribution, medical cash plan, training and development portal, flexible working

Contract: Permanent contract

Nurtureuk is a charity that has been working with schools for many years, to improve the mental health and wellbeing of children and young people and remove barriers to learning by promoting nurture in education. With increasing numbers of children and young people affected by social, emotional and behavioural difficulties inhibiting their progress and limiting their life chances, nurtureuk has developed a range of interventions and support to give vulnerable children and young people the opportunity to be the best they can be. The need for our work has never been greater, and the potential is clear. We have a dedicated team, trustees, and a CEO who is passionate about education and the development of young people.

About the role

We are looking for a talented and creative Digital Engagement Manager to join our team. You'll be responsible for leading and driving our digital communications and marketing efforts, taking our engagement with key audiences to new heights. The ideal candidate will have a strategic understanding of digital communications and extensive experience of using a range of marketing tools and channels. They will be brimming with ideas for original content that amplifies our messages and helps demonstrate the impact of nurture.

Main duties and responsibilities

The elements listed below are not intended to be an exhaustive detail of all duties and responsibilities of the role and the post-holder will be expected to carry out any other

reasonable duties that are consistent with the competency level, skills expectations and requirements of the role.

Digital Engagement Strategy and Management

- Develop and implement a comprehensive digital engagement strategy that aligns with our overall communications and marketing goals
- Monitor and analyse digital engagement metrics to measure success and inform activity
- Advise and support other colleagues on effective digital marketing tools and tactics

Website Oversight

- Oversee the management and maintenance of our website, ensuring it is up to date, user friendly and optimised for search engines
- Manage the relationship with external web developers to ensure timely updates and improvements

Content creation

- Working closely with the Marketing and Campaigns Manager, create compelling digital content for a range of channels ensuring it is high quality, on-brand and on message.

Channel management

- Working closely with the Marketing and Campaigns Manager, develop and implement strategic, proactive content plans for a range of digital marketing channels, designed to increase reach and engagement, including social media and email marketing.
- Keep up to date with social media trends, tools and applications and apply this knowledge to increase the effectiveness of our campaigns

Person Specification

We are seeking to appoint a dynamic and reliable individual to support, manage and improve digital engagement within a rapidly evolving children's charity. We are looking for an organised individual with strong technical and communication skills, and an approachable manner.

Education, experience and knowledge:

Strong candidates should have all or most of the following:

- Strong technical skills and a digital-first mindset

- Demonstrable experience of improving an organisation's reach and engagement through the use of effective digital communications
- Proven experience of designing and delivering comprehensive digital marketing campaigns
- Experienced in SEO and use of website analytics tools (e.g., Google Analytics).
- Strong strategic knowledge of a range of social media channels and their respective audiences
- Extensive experience of paid-for digital marketing methods (PPC/paid social)
- Adept at using graphic design software (e.g., Adobe Creative Suite, Canva).
- Video production and editing skills.
- Familiarity with email marketing platforms and CRM systems.
- Strong organisational skills with the ability to prioritise, manage time effectively and meet deadlines whilst working independently and proactively
- Project management experience
- Creative problem-solving skills
- Ability to work in a team environment, and good interpersonal skills
- Confidence and experience needed to lead on digital engagement for the charity and provide advice and support to colleagues

Person specification:

	Essential	Desirable
Professional/ Education Qualifications	A professional with proven experience in the specialised area of work outlined above	Relevant digital/ marketing qualifications - eg CIM.
Experience	<ul style="list-style-type: none"> ● Proven experience of Paid Media platforms – e.g. Facebook Business Manager, Google Ads ● Demonstrable experience of improving an organisation's reach and engagement through the use of effective digital communications ● Proven experience of designing and delivering successful digital marketing campaigns 	<ul style="list-style-type: none"> ● Experience of managing a website CMS and/or leading on website UX ● Experience of working in the charity sector or education sector

<p>Knowledge and skills</p>	<ul style="list-style-type: none"> ● Good written and verbal communication skills ● Ability to solve problems and take decisions relating in a structured way ● Strong organisational skills with the ability to multitask, prioritise, manage time effectively and meet deadlines ● Ability to develop and maintain good working relationships with colleagues ● Wide range of digital skills across marketing and CMS platforms ● Proficient in Google Analytics ● Proficient in content marketing and social media strategies across X, Facebook, LinkedIn, Instagram, Tik Tok and YouTube. ● Excellent written and verbal communication and ability to tell stories ● Ability to manage external agencies and stakeholder engagement ● Proficient in SEO ● Understanding of how to use digital engagement to grow and mobilise online communities. ● Proficient in creation of animated online content ● Video production and editing skills ● Adept at using graphic design software (e.g., Adobe Creative Suite, Canva). 	<p>Experience of using digital engagement to grow membership organisations</p>
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<p>Personal attributes</p>	<ul style="list-style-type: none"> ● Strong organisational skills with the ability to prioritise, manage time effectively and meet deadlines whilst working independently and proactively ● Good attention to detail, and the ability to keep accurate records and work at pace ● Ability to develop and maintain good working relationships with a range of stakeholders ● Team player - working with colleagues across areas. ● Ability to manage a fast-paced, unpredictable workload with professionalism and enthusiasm ● A passionate commitment to improving the lives of children and young people 	
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How to apply

To apply, email your CV and a covering letter, outlining how you meet the person specification, to laura@nurtureuk.org

Key dates

- Deadline for applications 12 noon on 4th December 2024
- First round interviews: w/c 9th December.

Employee benefits

Nurtureuk is committed to being an equal opportunities employer. We welcome applications from people from all backgrounds and with all different kinds of life experiences. We operate with an inclusive culture which is representative of the Six Principles of Nurture that we adhere to and promote through our work. We particularly welcome applications from male identifying candidates and candidates from a Black, Asian or other minority ethnic background as they are currently under-represented within the nurtureuk team. If you have the right skills for this role, we want to hear from you. Nurtureuk is a fully remote employer, and we operate with a strong culture and commitment of trust in the team. Nurtureuk supplies the resources necessary to create a comfortable working environment from home. We allow for flexible working to be

self-managed by the team, so they may work around their other personal commitments. We maintain a hybrid working space in central London (Tottenham Court Road) offering teams the optional opportunity to come together on an ad hoc basis.

All employees receive 25 days annual leave plus an additional day for each year of service, up to a limit of 30 days. This is in addition to all bank holidays and Christmas office closure. Nurtureuk pays 5% employer contributions to pensions and also offers a medicash employee benefits package. This includes cover for a virtual GP, routine dental and optical care, specialist consultations/diagnostics, complementary and alternative therapies, prescriptions, flu jabs and discounted gym membership. There is also access to a 24/7 Employee Support Service providing mental health and wellbeing support.

About nurtureuk

We are nurtureuk, an organisation dedicated to improving the social, emotional, mental health and wellbeing of children and young people. We've been at the forefront of the nurture movement for over 50 years, and today – with ever more children and young people affected by issues that can impact their learning – our work is more vital than ever.

Our vision

A world where:

1. Child development isn't limited by lack of nurture in education
2. Adults working with and caring for Children and Young People are supported and equipped with evidence-based tools to help them flourish and learn

Our mission

Nurtureuk is dedicated to improving life chances of every child and young person by promoting nurture across the whole education system and beyond:

- We are proud of being a charity and driven by social purpose
- Children and young people's development is at the heart of everything we do
- We want to amplify the benefits of nurture for every Child and Young Person within and beyond the classroom
- We are evidence-based and practice-led in line with the Six Principles of Nurture

What is nurture?

Nurture is a tried and tested way of relating to children that helps them develop vital social skills, confidence and self-esteem, and become ready to learn. The concept of nurture highlights the importance of social environments – who you are with and not

who you are born to – and its significant influence on social and emotional skills, wellbeing and behaviour. The nurturing approach to education offers a range of opportunities for children and young people to engage with missing early nurturing experiences, giving them the social and emotional skills to do well at school and with peers, and to develop their resilience and self-confidence. It encourages pupils to take pride in achieving - addressing the social and emotional needs that can hamper learning.

History

Nurture groups were the brainchild of educational psychologist Marjorie Boxall in 1969. Large numbers of young children were entering primary school in Inner London with severe emotional, behavioural and social difficulties, which led to unmanageable rates of referral for placement in special schools or for child guidance treatment. Boxall understood that the difficulties presented by most of these children were a result of impoverished early nurturing, meaning they were not able to make trusting relationships with adults or to respond appropriately to other children. They were not ready to meet the social and intellectual demands of school life, which further damaged their already fragile self-confidence and self-esteem.

For more information please visit: <https://www.nurtureuk.org/our-charity/>