

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title	Digital Marketing & Communications Executive
Salary	£29,831.56 per annum, part-time will be considered
Department	Sales and Marketing Team
Reports to	Head of Sales and Marketing
Role Objectives	<ul style="list-style-type: none"> • Support the Head of Sales and Marketing in delivering nasen’s marketing and communications strategy to drive engagement, membership growth and awareness of nasen’s services. • Provide digital marketing expertise across the Sales and Marketing team, with a particular focus on growing nasen membership, increasing engagement with nasen Academy and strengthening the organisation’s digital presence. • Lead the development of meaningful digital engagement across social media, email communications, CRM activity and web platforms. • Support the commercial growth of nasen Academy, membership and associated SEND services through targeted, data-led marketing campaigns. • Build effective relationships internally and externally to ensure consistent, impactful communications aligned with nasen’s strategic priorities. • Foster strong internal communications that support collaboration, visibility of activity and alignment across teams, helping colleagues understand and engage with nasen’s priorities and initiatives.
Responsibilities	Digital Marketing & Campaign Delivery <ul style="list-style-type: none"> • Plan, build, deliver and evaluate email marketing campaigns (e.g. Dotdigital), including segmentation, automation journeys, A/B testing and optimisation. • Ensure campaigns are data-led, GDPR compliant and aligned with CRM and audience engagement strategies. • Develop and deliver a structured social media growth strategy, including content planning, analytics reporting, paid social testing and measurable audience engagement. • Track campaign ROI, engagement metrics and conversion performance, providing actionable insight to inform future activity. • Design and execute targeted digital campaigns promoting membership, nasen Academy and wider SEND services. • Support the launch and ongoing promotion of new products, services and initiatives through integrated digital campaigns. • Lead day-to-day management of nasen’s digital media channels to ensure consistent, engaging and strategic communications.

Brand, PR & Communications

- Maintain strong adherence to nasen brand guidelines across all digital and print communications.
- Produce marketing collateral and coordinate external creative and print suppliers where required.
- Support development of nasen’s external profile through PR activity, thought leadership content and sector communications.
- Promote nasen and associated brands (e.g. Whole School SEND) through effective digital communications.
- Ensure messaging across campaigns remains clear, accessible and aligned with organisational priorities.
- Support communications activity linked to partnerships, funded programmes and organisational initiatives.

Product, Membership & Commercial Marketing

- Lead digital marketing activity supporting membership recruitment, engagement and retention, including promotion of nasen Plus membership.
- Drive marketing activity for nasen Academy, supporting user engagement, course uptake and organisational subscriptions.
- Support commercial marketing initiatives aligned with organisational income generation and growth objectives.
- Develop clear value propositions and marketing messaging for membership, Academy and associated services.
- Work closely with the sales function to ensure marketing activity supports pipeline development and conversion.

Data, Reporting & Systems

- Produce regular digital marketing reports (e.g. campaign performance, audience growth, social analytics), highlighting trends and actionable insights.
- Work closely with the Website/CRM Administrators to maintain and enhance nasen’s digital platforms and systems.
- Ensure compliance with GDPR and data protection requirements across all communications and marketing activity.
- Maintain the integrity and effective use of CRM and marketing data to support engagement and growth.

Events & External Representation

- Support marketing and promotional activity for nasen events, exhibitions and partnerships, working alongside the events lead where appropriate.
- Represent nasen at events where required to support marketing, brand visibility and stakeholder engagement.

	<p>Professional Development & General Responsibilities</p> <ul style="list-style-type: none"> • Undertake relevant training and professional development to maintain up-to-date digital marketing expertise. • Undertake additional duties appropriate to the role as agreed with the Head of Sales and Marketing. • Prove ad hoc coverage of other team members duties as required
Privacy Notice	https://nasen.org.uk/privacy-and-legal.html

	Person Specification
Education and Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent professional experience, with GCSE passes in English Language and Mathematics (or equivalent). • CIM qualification (highly desirable) and/or relevant digital marketing certifications (e.g. Meta, Google, HubSpot or similar).
Knowledge and Experience	<p>Required:</p> <ul style="list-style-type: none"> • Demonstrable experience contributing to successful marketing, PR and communications campaigns that deliver measurable engagement, awareness or growth outcomes. • Proven experience delivering marketing initiatives to deadlines within fast-paced or evolving environments. • Experience working collaboratively with internal teams, external partners and stakeholders to deliver coordinated communications activity. • Proven track record delivering effective email marketing campaigns with measurable engagement and conversion outcomes. • Experience growing social media audiences through structured content planning, analytics insight and campaign optimisation. • Experience using marketing automation, CRM and digital marketing platforms (e.g. Dotdigital, Salesforce, HubSpot or similar). • Experience supporting the launch and promotion of products, services, membership propositions or organisational initiatives. • Strong experience analysing campaign performance, engagement data and ROI to inform future marketing activity. • Strong visual design awareness with the ability to produce or oversee on-brand digital and print marketing assets while maintaining brand consistency. • High level of proficiency in Microsoft Office applications alongside relevant marketing and analytics platforms (e.g. Hootsuite, Dotdigital, Salesforce, Google Analytics and Canva or equivalent tools).

	<p>Desirable:</p> <ul style="list-style-type: none"> • Experience working in the voluntary/third sector. • Experience working in education or SEND-related environments. • Experience working across multiple brands, programmes or partnership environments. • Experience using Adobe Creative Suite (e.g. InDesign, Illustrator, Photoshop) to produce or adapt branded marketing materials. • Basic video editing or multimedia content creation experience (e.g. Adobe Premiere Pro, CapCut or similar). • Experience managing or contributing to paid digital advertising campaigns (e.g. Meta Ads, LinkedIn Campaign Manager).
<p>Specific skills and behaviours</p>	<ul style="list-style-type: none"> • Ability to quickly establish credibility and build effective working relationships with a wide range of stakeholders. • Strong organisational skills with the ability to manage multiple concurrent projects and prioritise effectively. • High level of proficiency in Microsoft Office applications and marketing/CRM platforms (including Hootsuite, Dotdigital, Salesforce, Google Analytics & Canva). • Excellent written and verbal communication skills with a positive, solutions-focused approach. • Strong analytical mindset combined with creativity and attention to detail. • Ability to work independently, using initiative while maintaining alignment with team priorities. • Resilient, adaptable and comfortable working at pace in a dynamic environment. • Strong personal organisation and time management skills with the ability to meet agreed deadlines. • Commitment to inclusive practice, accessibility and diversity. • Willingness to travel and occasionally work outside standard hours where required.