



Post: eduFOCUS Limited  
18 Deben Mill Business Centre  
Woodbridge  
Suffolk  
IP12 1BL

Tel: 01394 775 250  
Email: [info@edufocus.co.uk](mailto:info@edufocus.co.uk)  
Web: [www.edufocus.co.uk](http://www.edufocus.co.uk)



## Full Time Vacancy: Marketing and Communications Lead

eduFOCUS has an excellent opportunity for a Marketing and Communications Lead to join our growing, vibrant and friendly team. This position will support the growing business and client base for EVOLVE, our market leading cloud-based management system used by more than 20,000 schools and colleges across the UK and beyond.

The position will be based at our Woodbridge (Suffolk) office and will focus on creating, developing, creating, implementing and managing the business' marketing and communications. As our Marketing and Communications Lead, you will be the mastermind behind all things marketing and comms. You will be responsible for getting the word out about our incredible services, planning exciting events, and ensuring our message is heard loud and clear by everyone who needs to hear it. To succeed in this role, you will need to be a creative and strategic thinker with a knack for making people smile. You'll be the kind of person who can whip up a killer social media post in no time and write copy that makes even the most cynical of readers crack a smile.

The Marketing and Communication Lead is a pivotal role within the business, and as well as leading on all things marketing you will have the opportunity to contribute to the business' overall growth strategy as a member of our Leadership Team.

Most of our staff have been with us for many years, and we believe that a consistently motivated team is important to us and our clients. We pride ourselves on our emphasis on teamwork. Everyone works closely together, sharing ideas and assisting each other in different areas of the business. The successful applicant will therefore be a well-organised enthusiastic team worker that can work with minimal supervision whilst handling several tasks simultaneously. They will have experience of developing and implementing successful marketing and communications strategies, and would ideally be proficient in Adobe Illustrator, InDesign or other similar software.

### Key points:

- ✓ Full-time permanent contract
- ✓ Salary £35,000 per annum
- ✓ Office Based (Woodbridge, Suffolk)
- ✓ 28 days annual leave + Bank Holidays
- ✓ 35 Hours (Monday – Friday)



Post: eduFOCUS Limited  
18 Deben Mill Business Centre  
Woodbridge  
Suffolk  
IP12 1BL

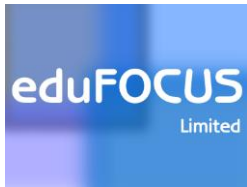
Tel: 01394 775 250  
Email: [info@edufocus.co.uk](mailto:info@edufocus.co.uk)  
Web: [www.edufocus.co.uk](http://www.edufocus.co.uk)

## Duties include:

- ✓ Develop, manage and review a compelling and impactful marketing strategy that supports the business' strategic goals.
- ✓ Lead on the business' communication strategy to support the short, medium and long term aims of the business.
- ✓ Develop a powerful and sustainable content management strategy across web and social media sites, as well as off-line platforms.
- ✓ Manage and protect the corporate image, logo and house style.
- ✓ Plan, develop, create and implement advertising and promotional campaigns for print, web and social media.
- ✓ Ensure that all communications maintain a professional approach.
- ✓ Manage company website to ensure that it remains fit for purpose and maximises impact.
- ✓ Provide support and cover for colleagues.
- ✓ Provide reports/updates to Office Manager as required.

## We'd love to hear from you if you...

- ✓ Have experience in the entire process of creating digital marketing materials for new and existing customers and markets.
- ✓ The technical skills to create relevant and interesting marketing material via tools such as Adobe Indesign and Illustrator.
- ✓ Have a commitment to quality and excellence.
- ✓ Take the initiative and pro-actively identify tasks requiring attention.
- ✓ Learn and adapt to changes.
- ✓ Can seek assistance from colleagues where required.
- ✓ Have a confident attitude towards work.
- ✓ Remain focused on tasks.
- ✓ Work well in a small team, communicate with colleagues at all levels and would make a positive contribution to our relaxed, but hard-working office environment.
- ✓ Have a friendly 'can do' approach and a sense of humour.



Post: eduFOCUS Limited  
18 Deben Mill Business Centre  
Woodbridge  
Suffolk  
IP12 1BL

Tel: 01394 775 250  
Email: info@edufocus.co.uk  
Web: www.edufocus.co.uk

## Job Description

<b>Job Title:</b>	Marketing & Communications Lead
<b>Work Base:</b>	Woodbridge Office
<b>Reports To:</b>	Office Manager
<b>Job Purpose:</b>	To take the lead in creating, developing, implementing and managing the business' marketing and communications strategies to support the achievement of the business' strategic objectives.
<b>Key Responsibilities:</b>	<ol style="list-style-type: none"><li>1. Develop, manage and review a compelling and impactful marketing strategy that supports the business' strategic goals.</li><li>2. Lead on the business' communication strategy to support the short, medium and long term aims of the business.</li><li>3. Develop a powerful and sustainable content management strategy across web and social media sites, as well as off-line platforms.</li><li>4. Manage and protect the corporate image, logo and house style.</li><li>5. Plan, develop, create and implement advertising and promotional campaigns for print, web and social media.</li><li>6. Ensure that all communications maintain a professional approach.</li><li>7. Manage company website to ensure that it remains fit for purpose and maximises impact.</li><li>8. Provide support and cover for colleagues.</li><li>9. Provide reports/updates to Office Manager as required.</li></ol>
<b>Hours of Work:</b>	35 Hours (Monday – Friday)
<b>Remuneration:</b>	£35,000 per annum
<b>Holiday Entitlement:</b>	28 days + bank holidays
<b>Contract Type:</b>	Full-time - permanent



Post: eduFOCUS Limited  
 18 Deben Mill Business Centre  
 Woodbridge  
 Suffolk  
 IP12 1BL

Tel: 01394 775 250  
 Email: info@edufocus.co.uk  
 Web: www.edufocus.co.uk

## Personal Specification: Marketing & Communications Lead

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>GCSE (grade C/5 or above) or equivalent in English</li> </ul>	<ul style="list-style-type: none"> <li>GCSE (grade C/5 or above) or equivalent in Mathematics</li> <li>Degree-educated.</li> <li>Hold a recognized marketing qualification.</li> </ul>
Experience / Knowledge /	<ul style="list-style-type: none"> <li>Marketing/communications experience.</li> <li>A good understanding, and a confident user of a wide range of social media.</li> <li>Experience of writing for different audiences for a variety of different media, including print and digital.</li> <li>High standards of written communication, grammar and spelling.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of inbound marketing practices.</li> <li>Project and event management.</li> <li>Experience of working with external agencies, including website developers.</li> <li>Familiarity with the education setting.</li> <li>Understanding of SEO techniques.</li> </ul>
Technical Skills	<ul style="list-style-type: none"> <li>Computer literacy - Word, Excel</li> <li>Keen eye for detail and high level of accuracy, with a commitment to quality.</li> <li>Ability to prioritise, manage multiple tasks simultaneously and meet deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>Proficient in Adobe Illustrator, InDesign, Photoshop or similar software</li> <li>Experience of using Canva</li> <li>Photographic skills.</li> <li>Knowledge of Google Analytics and social media insight tools.</li> </ul>
Personal Skills	<ul style="list-style-type: none"> <li>Personal commitment to quality and excellence</li> <li>Ability to positively relate to colleagues and customers.</li> <li>Excellent interpersonal and verbal communication skills.</li> <li>Keen attention to detail and a high level of accuracy.</li> <li>Ability to prioritise, manage multiple tasks simultaneously and meet deadlines.</li> <li>High degree of personal motivation.</li> <li>Able to multi-task and work well under pressure.</li> <li>Ability to work independently as well as collaboratively.</li> <li>Contribute new ideas which align with the strategic objectives.</li> <li>A friendly 'can do' approach and a sense of humour.</li> <li>Resilience to working in an ever-changing dynamic environment.</li> <li>Trustworthiness.</li> <li>Willingness to travel to events where required.</li> </ul>	<ul style="list-style-type: none"> <li>Good influencing skills.</li> </ul>