



## Confederation of School Trusts

### **Marketing Officer**

**(Working across the Confederation of School Trusts (CST), and its subsidiaries CST Professional Development Ltd. and National Teacher Accreditation Ltd. (NTA))**

#### **Job Description**

Execute, support and analyse all CST and NTA campaigns to increase membership, create member loyalty and increase market awareness of CST, NTA Ltd. and CST Professional Development Ltd.

**Responsible to:** Executive Officer – CST.

#### **The role is responsible for:**

- 1) Building the presence of CST, CST Professional Development Ltd, NTA and Trust on social media to include both Twitter and Linked-in
- 2) Regular updating of the CST and the NTA website
- 3) Updating the CST CRM
- 4) Preparing and disseminating our bi-termly on-line publication 'Trust', liaising and working with the Editor
- 5) Preparing and disseminating our fortnightly newsletter to members of CST and our regular newsletters to NTA schools/trusts
- 6) Preparing regular reports on social media and website use
- 7) Preparing campaigns and surveys; reviewing and analysing the data received through these mediums
- 8) Preparing and updating marketing materials for CST, CST Professional Development and NTA events and conferences
- 9) Liaising with the media when appropriate
- 10) Attending events as required to promote CST and NTA
- 11) Positively promote CST and NTA to schools/trusts
- 12) Any other duties as required that may be delegated by the EO from time to time

We also ask for the flexibility and adaptability to cover administrative tasks when necessary during busy periods for our team and to cover for other team members if and when necessary.

(Salary scale £20,751 - £22,911)

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## Job Specification

### Essential requirements:

- Hands-on experience with email service providers and/or campaign management tools/ software or comparable database marketing tools
- Ability to define problems, collect data, and establish facts
- Experience in analysing marketing campaigns (preferably digital or CRM) to enhance performance
- Experience using Twitter and Linked-in and other social media
- Experience updating websites
- Excellent attention to detail
- Strong copy writing skills, eye for detail and creative or quantitative skills
- Extensive experience with MS Excel, MS Word and MS PowerPoint

### Desirable requirements:

- Minimum 1 year of demonstrated experience in integrated marketing and CRM disciplines preferred (including direct marketing, customer segmentation, targeting, retention marketing)
- Hands-on experience with analytic tools/software
- Degree level education in marketing and/or an analytical related subject
- Good general knowledge and experience of digital marketing
- Experience of loyalty and retention strategies
- B2C experience in a charitable company

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