

# Fair Education Alliance

## Digital Communications Manager

### About the Fair Education Alliance

The Fair Education Alliance (FEA) unites 294 member organisations under a shared vision that no child's educational success is limited by their socio-economic background.

Our members (charities and social enterprises, think tanks, businesses and foundations, unions, universities and schools) are working collectively to create an inclusive education system.

**Our small team has a big impact. You can see our 2022/23 Annual Report [here](#).**

We achieve this change through the following types of activities:

1. **Build a unified collective mission for vision and action:** We help the sector speak with one voice for the benefit of disadvantaged children and young people. We do this through developing joint responses, inputting into government strategy, and uniting our members to produce policy recommendations such as [Fair Education in 2024: Priorities for a New Government](#).
2. **Connectivity and coordination across the ecosystem:** We bring our members together to coordinate and strengthen everyone's work. We do this through our seven Collective Action working groups, weekly bulletin, [Fair Education Summit](#) and our [Digital Membership Tools](#) – a member directory and interactive ecosystem map - which help members to collaborate and target their work.
3. **Diverse leadership of the collective agenda:** We believe our work must include and reflect the people it seeks to serve. Young people are crucial to this. We work with our [Youth Steering Group](#) to influence the system and policy change they want to see, and we build the capacity of the education sector to improve their youth engagement practice.
4. **Systemic and need-based scaling strategies:** We run two Awards to nurture new ideas and scale impactful solutions to address inequality in education. The Awards provide our portfolio of [Award Winners](#) with salary and intensive support to develop, test and scale their initiatives to the areas of greatest need.

## About the role

Effective communications are crucial if we are to achieve our vision, and we need our digital communications to take centre stage. This is an exciting new role for someone who has experience in digital communications and marketing, and wants to play a significant part in a small but influential organisation.

In 2024 we are redefining our Communications Strategy, and you'll be at the heart of this change. Working with our Head of Communications and work area leads, you will manage and develop our digital channels to reach key audiences, drive engagement with our member organisations, and increase public awareness of educational inequality. You will have a creative and engaging approach to content creation, working closely with the Secretariat and Alliance Members.

In a typical day you could be speaking to our Youth Steering Group, creating content to support the launch of our latest report, building our email newsletter, or developing social media strategy to engage key influencers.

You will be equally at home managing day-to-day tasks and shaping strategy, and you will be able to balance a data-informed approach with an instinct for good content.

## Key responsibilities

Your responsibilities include:

- 1. Leading the delivery of our brand and communications across all digital channels**
  - a. Create and deliver content across our social media channels that engages our audiences so we can achieve our objectives.
  - b. Champion our members and their activities, involving members in content creation and digital campaigns.
  - c. Work with area leads to develop and deliver organic and paid digital marketing campaigns and activities.
  - d. Ensure our website is regularly updated with relevant and timely content.
  - e. Manage our regular email newsletters, including our weekly [Member Bulletin](#). Compile content, schedule contributors and build email campaigns.
- 2. Supporting development and delivery of communications strategy**
  - a. Support the Head of Communications and Senior Leadership Team to develop a sustainable, effective communications strategy.
  - b. Develop channel strategies to grow audiences and increase engagement.
  - c. Ensure digital communications activity is well planned, with clear objectives and metrics, in line with our communications strategy.
  - d. Establish clear ways of working and guidelines, where appropriate, and ensure best practice is followed by staff and contributors.
- 3. Managing and monitoring our digital channels**

- a. Monitor our social media channels, identifying opportunities and risks. Where appropriate, escalate risks to Head of Communications and agree mitigation.
- b. Regularly respond to comments and posts on our social media channels
- c. Ensure channel analytics are recorded and analysed, and learnings applied. Provide data and analysis for quarterly board reports, as well as monthly communications briefings.
- d. Monitor search engine performance and look for opportunities to create SEO-friendly content.

*The critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business need.*

## About You

### Essential skills and experience

- Experience of developing and delivering social media strategy in a professional context
- Ability to create compelling, creative and engaging content
- Strong written communication - compelling, clear and grammatically correct
- Good working knowledge of social media tools such as Buffer and Hootsuite.
- Experience using creative software such as Adobe Photoshop, Illustrator and Premiere, and online tools such as Canva.
- Experience using website content management systems to create and update web content.
- Experience creating and managing paid social media advertising campaigns.
- Excellent organisational skills, including the ability to manage time effectively and balance multiple projects
- Ability to set outcomes, monitor progress and manage risks.
- Ability to use and interpret monitoring and analytics data, and apply learning as part of a data informed approach.
- Attention to detail, ensuring a high accuracy of outputs in a fast-paced environment
- Enjoys working collaboratively with others, and has the confidence to proactively reach out to and communicate with a diverse range of stakeholders

### Desirable (but not essential) skills and experience

- Understanding of the education and/or charity sector in the UK
- Experience working with a CRM (e.g. Salesforce)
- Experience in email marketing
- Experience producing video content for social media
- Experience in photography and videography
- Experience in search engine optimization (SEO), web optimisation and paid search

## Diversity and Inclusion

*We are committed to recruiting a workforce that reflects the population and will prioritise applications from historically underrepresented people, including from Black and minority ethnic backgrounds, LGBTQ+ people, people with disabilities, those from working class backgrounds, and people who have experienced other forms of exclusion or marginalisation.*

*We want to cultivate a fair and inclusive environment, where everyone can be themselves and thrive. We have tried to make this recruitment process as accessible as possible but know that there might be more that we can do, particularly if you have experienced exclusion, disadvantage or discrimination, or if you have particular accessibility needs.*

*We would be happy to provide further support that you may require - please get in touch with us via [recruitment@faireducation.org.uk](mailto:recruitment@faireducation.org.uk)*

We kindly ask you to complete our [Equal Opportunities Form](#) to make sure we can continue to be as fair and inclusive as possible. All responses are optional and anonymous.

## Terms and Conditions

**Contract:** Permanent

**Hours:** 22.5 hours per week (0.6 FTE)

**Annual Salary:** £32,000 (pro-rated to 0.6 FTE)

**Reports to:** Chris Haldane, Head of Communications

**Holidays:** 27 days per year, plus 3-day winter shut down, plus eight flexible bank holidays (annual leave is pro-rated to 0.6 FTE)

**Location:** Hybrid, with two days a month working from our London (Victoria) offices and/or at our members' events in line with the role. After passing probation, up to six weeks 'super remote' working per year, where you can work anywhere in the world as long as you're online for four hours of the UK workday.

**Benefits:** Comprehensive pension scheme (up to 6% employer contribution), private healthcare package, and professional development budget for all employees, plus a funded place on [Big 8 leadership training](#).

**Right to Work:** All applicants must have the right to work in the UK.

## How to Apply

Please send a cover note and CV to [recruitment@faireducation.org.uk](mailto:recruitment@faireducation.org.uk) **with the subject line 'Application – Digital Communications Manager'**. Your cover note should address the following and be no longer than two A4 pages:

1. Why do you want to be part of the Fair Education Alliance Secretariat team?
2. Give examples of how you meet the skills and experience set out in this Job Description.

We kindly ask you to complete our [Equal Opportunities Form](#) to make sure we can continue to be as fair and inclusive as possible. All responses are optional and anonymous.

### **Application deadline: 8am on 21 August 2024.**

Candidates will be notified by the end of the day on Thursday 22 August as to whether they will be progressing to interview.

#### **The recruitment process will take place in two rounds:**

- **First-round interview:** 28 and 29 August
- **Second-round interviews:** 4 and 5 September (in-person at our London Victoria office)

Interview questions will be sent in advance. You will be asked to complete a task during the first interview and another ahead of the second interview. Please notify us on application if you cannot attend any of these interview dates.

## Safeguarding

**The Fair Education Alliance is committed to safeguarding all the children and young people we work and interact with.** We take this responsibility seriously, with the focus being on their safety and welfare. As we are a small team, it is likely all our employees will have some interaction with children and young people we work with, whether at an event or through our youth engagement work and therefore all offers of employment are conditional on referencing and Disclosure and Barring Service (DBS) checks and all employees are required to take part in regular safeguarding training. For more information please refer to our [Safeguarding Policy](#).

Given the responsibilities of this role the offer of employment will be conditional on **a DBS Check**. You are required to declare any criminal convictions ahead of this DBS Check. For further please refer to our [DBS Use Policy](#).