

Job applicant information pack

Digital Marketing Officer



About us

At Action Tutoring, we believe every child should be given the **opportunity to succeed** in school.

But in the UK today, young people from disadvantaged backgrounds are less likely to achieve the grades they need to progress in life. This isn't because they are any less able; they have less access to the tools to help them **reach their potential**.

We don't think this is fair. We know tutoring is an effective way of improving academic attainment and so we harness the **power of volunteer tutors** to bridge the gap and ensure this help can be accessed by every pupil who needs it, **not just those who can afford it**.

We specifically help pupils facing socio-economic disadvantage and who are at risk of leaving primary or secondary school without reaching national standards in their exams. We work **in partnership with schools** in nine cities and regions across the UK, delivering weekly tutoring in English or maths to those pupils who need it most.



Our mission

Action Tutoring supports young people facing **socio-economic disadvantage** to achieve a meaningful level of academic attainment, with a view to enabling them to progress in education, employment or training.



We do this by partnering high-quality volunteer tutors with pupils to increase their **subject knowledge, confidence** and **study skills**.

Our **vision** is a world in which no child's life chances are limited by their socio-economic background.

Our values

Our team are passionate, dedicated, professional and supportive.

We are a values driven organisation and the following **six core values** underpin what we do and how we seek to do it.

Learn more about our values at:
www.actiontutoring.org.uk/our-story/



High standards



Reflective



Evidence based



Aspirational



Integrity



Collaborative



Our impact in 2022-23

58,880

sessions of
tutoring delivered

5,743

pupils benefitted
from tutoring sessions

1,743

volunteer tutors
supported our work

In the summer of 2023, the first year group since 2019 sat normal exams without special grading arrangements to account for lost learning during the pandemic.

Even before the pandemic, disadvantaged pupils were **already 18 months behind** their non-disadvantaged peers on average by the end of secondary school. The effects of the pandemic on education are still being felt and this gap is now the largest it has been in twelve years. In 2023, just 44% of disadvantaged pupils met expected standards, compared to 66% of non-disadvantaged pupils in the primary phase of education.

Our analysis shows that primary pupils who were supported by Action Tutoring in 2022-23 for ten sessions were more likely to achieve the expected standards than other disadvantaged pupils across the country — by 7 percentage points in reading and 14 percentage points in maths. In secondary schools, after attending at least 10 tutoring sessions, our pupils were nearly 13 percentage points more likely to pass maths GCSE than other disadvantaged pupils nationally.

For more information, head to: www.actiontutoring.org.uk/our-impact/



Digital Marketing Officer

Diversity, equity and inclusion are a core part of Action Tutoring's culture; having a diverse workforce helps us innovate and deliver better programmes for pupils. We recognise diversity covers many aspects of identity and we continually strive to make our workplace more inclusive and equitable, to empower everyone to be heard, respected, and valued. We are currently actively seeking to increase diversity within our team focusing on **ethnicity** and **age**.

Action Tutoring is **committed to safeguarding and promoting the welfare of children and young people** and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Reports to

Marketing Manager

Salary

£24,500 per annum (plus London Weighting of £2,205 per annum, totalling £26,705, if applicable).

Contract and hours

Permanent, full-time. We offer flexible hours with 9.30-4 as core hours. A full working week is 37.5 hours.

Closing date

Sunday 19th May 2024

Interviews

28th and 29th May 2024

Start date

June 2024

Place of work

This role is remote, the candidate can be based anywhere in the UK. Occasional travel to London is required.

Our London office address is: [x+why Fivefields](#), 8-10 Grosvenor Gardens, London, SW1W 0DH

Benefits

25 days per year (an additional day of leave will be given for each year of service up to a maximum of three extra days) plus bank holidays and three days at Christmas.

Employer and employee contribution to pension following successful probation period, in line with auto-enrolment pension requirements.

Further information about our benefits can be found on page 7.

DBS requirement

All Action Tutoring staff must have a DBS check suitable for the role.

Should you be aware of any incidents, cautions or convictions that would appear in a DBS check, please notify us when you apply.

To apply

Please submit here an application form, answering the following:

1. Please tell us about your proudest creative communications achievement.
2. Please share a time you've adapted your communications to different audiences and platforms to achieve an outcome.
3. Please tell us how you stay informed about social media trends, and how you would leverage this knowledge to enhance Action Tutoring's social media strategy.
4. Tell us about how our organisational values are in line with your values

Applications that fail to meet these criteria will automatically be discounted. We want you to have every opportunity to shine and to show us your talents—please let us know if there is anything we can do to make sure the assessment process works for you.

About the opportunity

As our Digital Marketing Officer, you will play a pivotal role in supporting the Marketing Manager and broader team in volunteer and school recruitment efforts, while managing our social media presence. Your primary responsibilities will include managing and curating content for Action Tutoring's social media platforms, including Facebook, Instagram, LinkedIn, X, and TikTok.

In addition to social media management, you will contribute to the creation of diverse content, such as graphics, videos, and photography, with occasional visits to our school programmes and events. You will also monitor and report on the impact of our social media campaigns, staying abreast of industry trends to optimise our digital presence.

If you're creative, passionate about education, and thrive in community engagement, we'd love to have you on board.

Duties and responsibilities

- Responsibility for managing Action Tutoring's social media channels (Facebook, Instagram, LinkedIn, X, TikTok and YouTube). Plan content (in collaboration with wider Marketing and Communications team) in line with the charity's wider campaigns, volunteer recruitment rounds and key messages, ensuring regular diverse posting.
- Work with the Marketing Manager to develop engaging content which encourages the recruitment of high quality volunteer tutors, enquiries from potential partner schools and raises awareness of the charity to potential fundraisers, donors and employees.
- Promote the breadth of Action Tutoring's activities and projects on social media, working across the whole team to gather content to raise brand awareness (including Programme, Philanthropy, Operations, Policy and Impact).
- Contribute to the development of content for social media channels including graphics, video and photography, with the occasional visit to school programmes and other charity events.
- Regularly analyse and report on the impact of Action Tutoring's social media content through weekly analysis, quarterly reporting and campaign analysis.
- Monitor social media trends and industry developments to ensure we're maximising content across all channels.
- Lead on blogger, influencer and community outreach (e.g. Facebook community groups, Next Door) to help raise awareness of Action Tutoring's volunteering opportunities and encourage applications.
- Manage our national digital adverts (such as Indeed, CharityJobs, Do-It). Respond to any direct enquiries sent through these and other digital platforms, including the Volunteer Facebook Group and Google business.

Duties and responsibilities continued

- Identify national digital advertising opportunities for volunteer and school marketing, and support with content for regional adverts. Work with the Marketing Manager to analyse impact and decide where our budget is best spent.
- Support the day to day management of Action Tutoring's website, editing content with updates upon request. Support with creating high quality, engaging content for the Action Tutoring website to ensure it's optimised.
- Create external marketing materials on request and support with ad-hoc visual design work.
- Support with the attendance at volunteering promotion events, mainly university fairs.
- Any other duties deemed reasonable by the Chief Executive Officer.

Person specification

Qualifications criteria:

- Right to work in the UK.

We are looking for some of the following attributes, though you might be more experienced in some areas than others:

- Excellent knowledge of social media platforms such as Facebook, Instagram, LinkedIn, X, and TikTok.
- Copywriting skills: able to interact with a range of audiences and have outstanding verbal and written communication skills. The role involves representing our brand on various channels and you will need to be able to adapt your communication style to different audiences and inspire them to engage with the charity.
- Able to work independently and use initiative in a range of situations.
- Able to think creatively and generate content to effectively convey messages and motivate audiences.
- Adaptable and open to learning. You will need to be willing to adapt and to grow and develop with the organisation.
- Efficient and able to work under pressure when required, able to multi-task and juggle a varied workload.
- Committed to equality, diversity and inclusion.
- Committed to the mission and values of Action Tutoring.
- Committed to promoting and safeguarding the welfare of children.

Our benefits

Hybrid working

We offer a **flexible** combination of office and home-based work. For those not based in London who can't access our **beautiful office**, you can visit a **co-working space** with your regional colleagues once a month.

Holiday

25 days holiday a year (plus UK public holidays), increasing by a day for each complete year of service (up to three extra days). We provide an **additional three days pro rata of holiday in the period between Christmas and New Year..**

Flexitime and TOIL

We have a flexible policy for working hours, and offer TOIL where staff have to work particularly early in the day or late in the evening, so that they can **reclaim those hours** at another time.

Sabbatical leave

We offer **paid and unpaid sabbatical leaves** to our long standing colleagues.

Proofreading support

As well as checking the accuracy of all content Action Tutoring shares with external audiences, our proofreading team **supports individuals** who would value an extra pair of eyes on their writing.

Mental health focus

We have **trained mental health first aiders** and all team members and 5 of their friends and family have free access to Headspace and the Health Assured Scheme.

Knowledge-sharing

Lots of opportunities to **learn** from others in the organisation, including policy briefings, shadowing colleagues and peer-to-peer development.

Team away days

The whole team across the UK gets together three times a year. The days are filled with **knowledge-sharing** and skills development opportunities and also give a chance to catch up and socialise with colleagues through fun activities.

Culture of celebrating

Regular **thanks and praise** and monthly recognition of 'heroes' to celebrate employees going above and beyond.

Flexible Bank holidays

Team socials around team days, regular bring-and-share team lunches and other activities.

Ad hoc projects

Interested in other **exciting topics** relevant to our charity? Then join one of our working groups (including policy, diversity and inclusion, curriculum and training, socials, data and insights) and support with ongoing projects.



Our awards



We are proud to be listed as one of the 100 best small companies to work for in 2022.

We received this award thanks to our commitment to mental health and culture of collabora-

As a disability confident committed employer, we are dedicated to proactively supporting people with disabilities and developing our understanding and procedures.



We have been acknowledged as a 'Rising Leader' by the Headspace for Work Mindful Workplace Awards.

We strive to incorporate mediation and gratitude into our work culture.

We have been certified by the Living Wage Foundation as an employer who pays all of our staff at least the living wage.



ACTION TUTORING

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