

e-Assessment Association | Job Vacancy

Position: Sales and Marketing Executive

Reports to: Operations Manager

Location: Remote (work from home)

Contract: Permanent (upon completion of six-month probationary period)

Hours: Full-time 37.5 hours per week (though part-time/ flexible working requests will be considered)

Salary: £28k – £32k per annum (depending on experience) plus bonus scheme.

Closing date: Wednesday 17 July 2024, 23:59 BST

About the e-Assessment Association

The e-Assessment Association (eAA) is a not-for-profit membership organisation based in the UK for consumers of, producers of and those with an interest in e-Assessment. We have been dedicated to furthering technology enhanced assessment adoption since 2008. The e-Assessment Association has three major goals: To provide professional support and facilitate debate and discussion for people involved in this field of expertise; create and communicate the positive contributions that technology makes to all forms of assessment; and to develop statements of good practice for suppliers and consumers of e-Assessment technologies.

Overview

To support the organisation as it continues to grow, we are seeking a dynamic and 'tech-savvy' Sales and Marketing Executive to join our small, remote team. This role will be pivotal in driving our mission to promote the use and benefits of e-assessment. The ideal candidate will be responsible for recruiting and supporting sponsors, increasing membership, and collaborating with partners. Additionally, the role includes supporting the delivery of both live and virtual events.



Key responsibilities

Sponsorship and Partnership Management:

- Maintain and nurture relationships with existing Association Sponsors to ensure continued support and satisfaction.
- Identify and engage potential sponsors for Association Sponsorship and for various events and initiatives throughout the year, including our International e-Assessment Conference and Awards.
- Develop and implement strategies to attract new partners and collaborators within the e-assessment and education technology sectors.

Membership Growth and Support:

- Working closely with our existing team, develop and execute marketing campaigns to increase membership and engagement within the eAA.
- Provide exceptional support to members, addressing inquiries, and ensuring a positive member experience.
- Analyse membership data to identify trends and opportunities for growth.

Event Management:

- Support the Operations Manager in the planning, coordination, and promotion of live and virtual events, including webinars, conferences, and workshops.
- Collaborate with both employed and voluntary team members to ensure seamless execution and maximum participation at eAA events.
- Support in the development of marketing materials and campaigns to drive attendance and engagement at events.

Marketing and Communications:

- Support in creating and implementing comprehensive marketing plans to promote the association's activities, initiatives, and events.
- Support in managing day-to-day marketing activity, including social media, email marketing, and website content.
- Produce engaging content for various channels to highlight the benefits of e-assessment and the Association's work.

Collaboration and Teamwork:

- Work closely with internal teams, volunteers, and external partners to align marketing efforts with organisational goals.
- Collaborate with industry experts and thought leaders to enhance the Association's visibility and credibility.
- Participate in strategic planning to identify opportunities for growth and improvement.

General support:

- Support the wider team with day-to-day general tasks including (but not limited to):
 - Working with the finance team for invoicing and reporting.
 - Board support (minute taking, Board communications etc.).
 - Member and sponsor database maintenance.
 - Other appropriate tasks as delegated by the Operations Manager.

Please note, there will be the occasional requirement (c. 6 times per year) to travel nationally (UK) for events and team meetings. These instances will include overnight stays. There may be future requirement for some international travel.

Qualifications

Essential:

- Undergraduate degree in Marketing, Business, Communications, or a related field (or equivalent experience).
- Proven experience in sales (outbound/lead generation) and marketing.
- Strong understanding of digital marketing strategies and tools.
- Exceptional communication, presentation and interpersonal skills.
- Ability to manage multiple projects and deadlines simultaneously.
- Experience in event planning and coordination.
- Tech-savvy with proficiency in using CRM systems, marketing automation tools, and social media platforms.

Desirable:

- Sales and marketing experience within a not-for-profit or education technology environment.
 - Passion for education and technology, with a commitment to promoting the use of e-assessment.
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Benefits

- Opportunity to work with a dedicated, friendly team, passionate about advancing e-assessment.
- Flexible working arrangements, including remote working (and possible opportunity to work on a part-time basis).
- Professional development and training opportunities.
- Competitive salary and benefits package.

Application process

The e-Assessment Association is an equal opportunity employer and encourages applications from all qualified individuals. We are committed to creating a diverse and inclusive work environment.

Interested candidates should [submit their CV and a cover letter](#) detailing their relevant experience and explaining why they are a good fit for this role. Applicants should remove any personal information from their CV and covering letter (name, email address, photograph etc.). We also ask applicants to complete [this equality and diversity monitoring form](#) at the point of application.

Applications should be submitted [here](#). We do not accept applications by email. The closing date for this vacancy is **Wednesday 17 July 2024, 23:59**. If you experience any issues in uploading your application, require this document in a different format, or have any questions about the role, please contact Adam Taylor, Operations Manager via email at adam.taylor@e-assessment.com.

Interviews will be held online (Teams or Zoom) on Thursday 25 and Friday 26 July 2024. Shortlisted candidates will be set a task ahead of interviews, details for which will be communicated following shortlisting.

The e-Assessment Association (eAA) has a legal responsibility to ensure that **all** its employees have the legal right to live and work in the UK. Therefore, if you are made an offer of employment, this will be subject to the eAA verifying that you are eligible to work in the UK before you start work.

Application checklist

- CV with all personal details (name, address, telephone, email etc.) removed.
- Cover letter with all personal details (name, address, telephone, email etc.) removed.
- Submit your application [here](#).
- Complete the [equality and diversity monitoring form here](#).