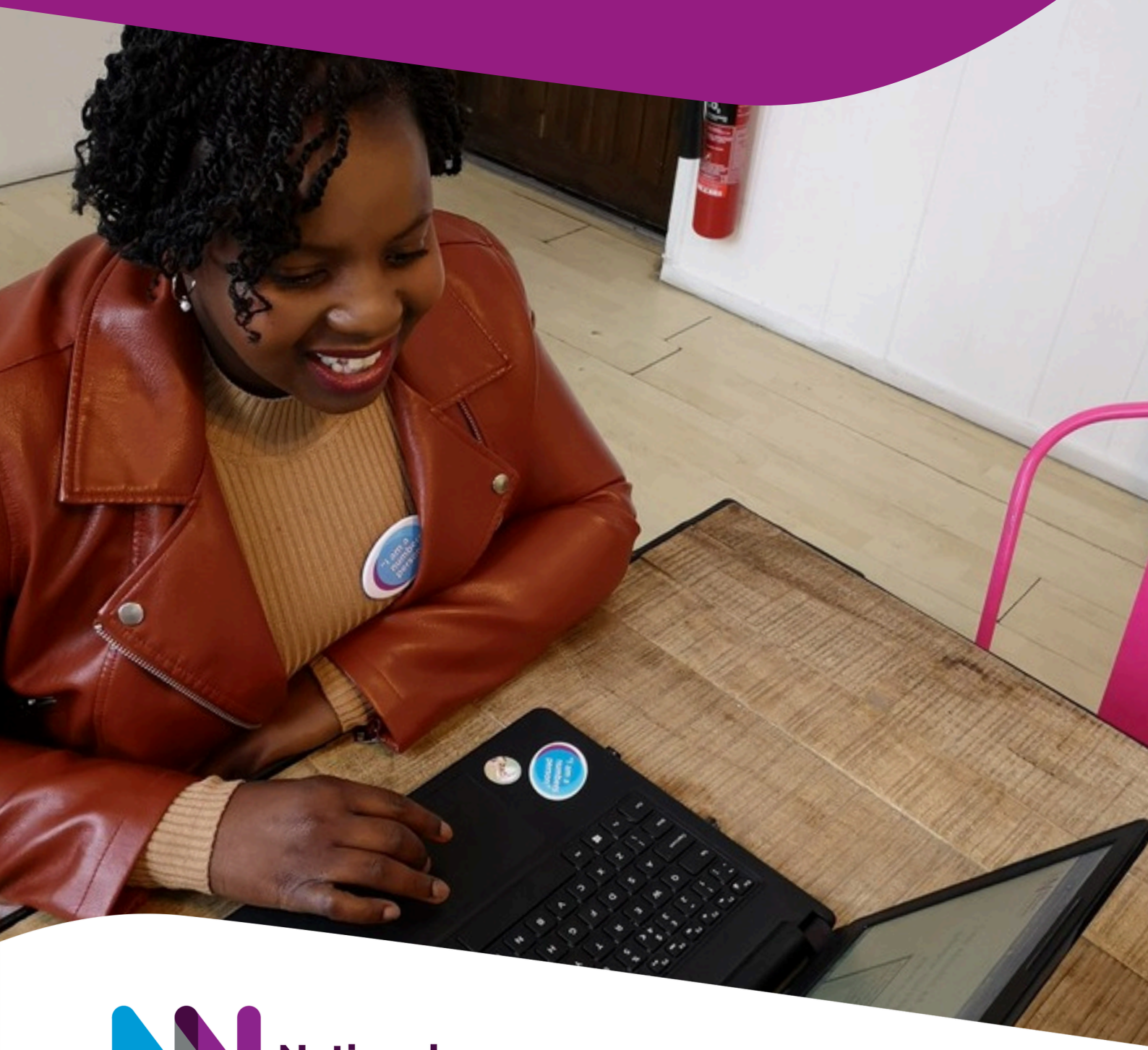
Appointment of Senior Digital Marketing Officer



National Numeracy
Getting on with numbers

Introduction

Welcome

National Numeracy's vision is for everyone in the UK to get on with numbers so they can get on with life. Our mission is to improve how people understand and work with numbers in day-to-day life – sparking better opportunities and brighter futures. We want to empower everyone in the UK to have the number confidence and numeracy skills that allow them to fulfil their potential at work, home and school.

National Numeracy was established as an independent charity in 2012 to help raise low levels of numeracy among both adults and children and to promote the importance of numeracy in everyday life. We challenge negative attitudes, influence public policy and offer practical ways to help adults and children improve their confidence and skills in working with numbers.

Over the past decade, we've learnt that the scale of the issue is huge, its impact significantly underestimated and that it is having a disproportionate impact on disadvantaged communities. That's why we are increasingly focused on supporting those with the lowest numeracy in areas of greatest need, where numeracy is an integral piece of the puzzle for social mobility.

We focus on the value, opportunities and outcomes that improving numeracy can help deliver: getting into or on at work and building sustainable careers, being able to make sense of our finances and feeling more in control of our money, and supporting the children in our care to feel positive about maths and the benefits it brings to our lives.

By working with communities, employers and schools, we want to enable everyone across the UK to be confident and competent with using numbers and data, so they can make good decisions in their daily lives.

Our work demonstrates that supporting people with low numeracy to improve and, as a result, feel better equipped in life is possible and possible at real scale. We know what works and together with our partners and supporters we can accelerate our impact to open up opportunity for not just thousands, but millions more people.

It is an exciting time at National Numeracy. We are growing our impact across the country and this is reflected in the continued expansion of the charity and our staff team. Please consider joining us.

Thank you for your interest in National Numeracy.

Sam Sims, CEO

Above: Sam Sims - National Numeracy CEO at National Numeracy's 10th Anniversary event.

About National Numeracy

We are on a mission to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.

The issue: Numeracy levels in the UK are significantly below the average for developed countries: nearly half the working age population (49%) has the expected numeracy level of a primary school child. And it costs the UK economy a staggering £25 billion a year.

Enabling social mobility: Basic number skills and confidence provide a gateway to financial inclusion, wellbeing and employment prospects. Without number confidence and skills, people are locked out of many life opportunities. And it's a problem handed from one generation to the next.

Enabling a fairer society: Poor numeracy blights lives and livelihoods. People with low numeracy earn less, and it contributes to pervasive problems from unemployment to poor health and debt.

> ***To overcome your fears, you've got to face them head on, and that's what I did, with the National Numeracy Challenge. Numbers don't scare me anymore... Improving my numeracy hasn't just helped me with my kids, it's helped me at work too. I've enhanced my CV and future job prospects.***
>
> Jason Ace – National Numeracy Hero

Our diversity: Our stakeholders have different backgrounds and experiences, and we are committed to having a diverse team who can bring their experiences from work and home into this role. Therefore, we actively encourage applicants from black, Asian or minority ethnic groups, LGBTQ+ people and people with disabilities to apply for this role.

Below: Perdita Fraser – National Numeracy Chair of Trustees at National Numeracy's 10th Anniversary event.

What is it like to work at National Numeracy?

We care about maintaining a collaborative, supportive environment for our team.

Here's what some of our staff say about what it's like to work at National Numeracy:

Everyone at National Numeracy has been so warm and welcoming towards me since I started here. This was made apparent through the very useful induction meetings I had, with every member of staff. Having come from an organisation which I worked at for 8 years to being the new person, I have been supported every step of the way. My needs have been considered and everyone has been very approachable and inclusive.

I'm very proud to have recently joined the team at National Numeracy. The team are incredibly welcoming, supportive, passionate and despite many working remotely, very connected. My first few weeks have been very enjoyable and I'm excited for what the future holds!

Three months into the role and I feel well and truly part of the fold; we're very lucky to have such an inspiring and welcoming team culture.

Our Values

Our "**Core Four**" deeply held values define what's important to us. They guide our actions, drive our decision-making, and exemplify how we serve individuals and communities.

Community commitment: We put people first. We give 100% to our people, partners and communities.

Trusted experts: We are the UK's numeracy experts. We use data and evidence to offer credible, trusted insight.

Empowered futures: We empower people for positive change. We listen, build confidence and enable people to gain greater control over their futures.

Always learning: We believe change can happen. We are persistent and passionate in supporting people, partners and communities to accomplish their goals.

About the External Relations Team

National Numeracy is an ambitious, forward-looking charity that is highly engaged in the world around us. External Relations is the team that connects our work with that world of beneficiaries, communities, partners and policymakers. We are responsible for growing the charity's reputation, profile and engagement. We are also the organisation's creative heartbeat. Our innovative and imaginative work reaches those most in need and inspire them to take positive action towards change.

We are a dynamic team of experienced and energetic specialists who work closely with the rest of the charity to make a real difference to people's lives and livelihoods. Our work is award-winning; in 2023 alone our flagship campaign National Numeracy Day has garnered three top business accolades. External Relations as a whole covers: communications, marketing and social media, campaigns, creative design, events and celebrity liaison and partnerships (fundraising). We have a dedicated project manager working across the team and we also work on public affairs.

About the Role

A new and exciting opportunity has arisen for a Senior Digital Marketing Officer with excellent digital marketing skills and a passion for creating outstanding social media content that builds awareness, engages audiences and inspires action.

You'll be joining the only independent charity in the UK dedicated to improving the nation's numeracy. It's a fantastic opportunity within a small but ambitious and dynamic organisation making a real difference to people's lives and livelihoods.

Working closely with the External Relations team on our award-winning campaigns, communications, content and marketing, you will deliver paid and organic social media campaigns - leading on creating strategies, planning execution, optimisation, and reporting. You will also collaborate on SEO, web content and email marketing.

We are looking for someone with superb marketing and copywriting skills, a passion for using data to find out 'what works', bags of enthusiasm and the ability to work with initiative and attention to detail. Previous experience in the charity sector is not necessary.

National Numeracy is based in Brighton, and while office-based work is available, we also offer remote, hybrid and flexible working. This role will include occasional UK travel.

Job Description

Overview of main duties

Digital marketing

- Use your writing skills and creativity to lead on developing engaging content for our digital communications channels
- Collaborate with digital marketing, comms and design teams to create and deliver marketing and social strategies for a variety of campaigns and activities.
- Work with the wider team to create engaging content and ensure key activities and messages are aligned to our wider strategy and perform well
- Lead on ensuring brand consistency within our content
- Monitor and review performance and take the lead on evidence based improvements to our digital communications.
- Provide regular analysis and reports

Social Media

- Lead on developing new ideas and channel specific strategies to grow our social media channels audience and engagement.
- Work with digital marketing team on the management of social media channels including Facebook, TikTok, Instagram, Twitter and Linkedin, working to increase engagement and conversion.

Website content delivery

- Work with the Head of Marketing and wider team to create and manage strong, audience-led web content with great user experience
- Ensure content supports SEO strategy, including AI SEO, and improves engagement and conversion
- Content optimisation via keyword tracking/research, metadata updates, Search Console analysis, SEMrush and Google Analytics analysis
- Use Google Analytics and other tools to provide insight to allow for evidence-based improvement
- Provide analysis and reports

Email marketing delivery

- Lead on developing compelling emails that drive action using Mailchimp, including the management of contacts' data.
- Plan, create and execute engaging email journeys
- Use a data led approach to iteratively improve emails for specific audiences including educators and adult learners

Paid campaigns

- Delivery and ongoing development of paid social strategies and campaigns (Google, Bing, Meta) using Facebook Ads Manager and / or Google Ads.
- Optimise campaigns and test new approaches
- Understand, evaluate and apply campaign performance learnings.
- Work alongside the Data and External Relations teams and use our tools to identify and build an understanding of target audiences and trends.

Collaboration

- Work with External Relations and teams across the organisation on the digital marketing, content and communications aspects of our work
- Work closely with the Data Team on provision and analysis of digital data
- Work with partner organisations and freelancers as required

Person Specification

You will have:
A creative and innovative approach to driving digital engagement
Excellent writing, editing and attention to detail
Strong copywriting and proofreading skills
Strong understanding of marketing and audience engagement principles
Experience managing and growing social media channels
Ability to plan, create and schedule engaging content.
Experience managing website content through CMS platforms such as Drupal.
Good understanding of Search Engine Optimisation best practice.
Ability to analyse performance data and share meaningful insights
Experience translating strategic priorities into effective actions and measurable outcomes.
Strong relationship-building skills with colleagues, partners and external stakeholders

You will be:
Motivated by what we do as a charity and why it's important
Proactive in developing content ideas collaboratively and seeing projects through to delivery
Able to manage competing priorities effectively
Able to work both independently and as part of a team.
Comfortable working to deadlines in a fast-paced environment

You will be:
Highly organised, adaptable and self-motivated
Able to work independently while contributing positively to team success
Confident representing the charity at external events and partnership meetings
Willingness to support wider organisational priorities and contribute to the charity's long-term sustainability

Desirable skills, knowledge & experience
Experience deputising for senior colleagues, including representing teams and reviewing communications
Experience developing and delivering email marketing campaigns using platforms such as Mailchimp
Experience using social media management tools such as Hootsuite
Experience using analytics and SEO tools such as SEMrush to inform decision-making
Good working knowledge of GDPR and data protection requirements
Experience using project and content management tools such as Trello
Strong proficiency in Microsoft 365 applications, including Word, Excel, PowerPoint and SharePoint
Experience supporting, guiding or sharing knowledge with colleagues to promote best practice

Terms of Employment

Salary	£32,000 FTE
Contract	Fixed term contract for 12 months with the potential to be extended
Working Hours & Location	30 or 37.5 hours a week Remote / hybrid /office working flexibility (Head Office in East Sussex)
Holiday Entitlement	33 Days (FTE) including Bank Holidays
Pension	6%
Other Benefits	Employee Assistance Programme Flexible approach to working Training and development Long service holiday allowances Multiple staff social opportunities

You'll be joining the only independent charity in the UK dedicated to improving the nation's numeracy at a time when the profile of our charity and the numeracy issue is rising.

We are looking for someone who is highly motivated with bags of initiative. so long as you can demonstrate relevant transferable skills and an understanding of what it takes to be successful in this role. It's a fantastic opportunity within a small but ambitious and dynamic organisation making a real difference to people's lives and livelihoods.

Personal Development

At National Numeracy we like to nurture our talent and take life-long learning seriously so upskilling our people with continuous training is important to us. We work hard to make sure National Numeracy is a safe, rewarding and inspiring place to work and that our roles are high quality, offering team members learning and development opportunities depending on their own interests.

We run all-staff training initiatives, delivering on areas identified by staff and covering both hard and soft skills – recent examples have covered Unconscious Bias, Line Management, Project Management and Presentation Skills. We also support each staff member with bespoke learning and development opportunities and encourage staff to identify training needs that drive forward their own personal and career development goals.

Mental Wellbeing Commitment

We are committed to supporting the mental health of our staff; we seek to provide a supportive culture where conversations about mental health challenges are normalised, and staff can get access to external support services at any time using our Employer Assistance Programme.

We also have an annual wellbeing session for staff and a schedule of initiatives being devised with our qualified mental health first aiders.

Diversity, Equality and Inclusion

We recognise that there is more to do to improve diversity across our organisation and we are actively working to make meaningful, long-term change. We are committed to building a workforce that better reflects the communities we serve and to removing barriers that may prevent people from different backgrounds from joining, progressing and thriving with us.

Through inclusive policies, flexible working, fair recruitment practices and ongoing learning, we aim to create a supportive environment where everyone feels valued, respected and able to do their best work.

We actively encourage applications from people from under-represented and diverse backgrounds, as we know a more diverse workforce will strengthen our organisation and help us deliver our mission more effectively.

How to Apply

To apply in the first instance please visit the application page on CharityJob

or alternatively, please submit a CV of no more than two pages to HR@NationalNumeracy.org.uk
Please note you will also have three screening questions to complete once we receive your CV.

Deadline for applications:
14th September 2026 by 9am

Please note that we will likely begin interviews before the closing date and reserve the right to close the application as soon as we make an appointment.

* This job description doesn't constitute a promise or guarantee of employment. National Numeracy reserves the right to make changes to this job description.
** National Numeracy reserves the right to change the deadline for applications or to close the application window if a suitable candidate is found.
*** National Numeracy cannot offer visa sponsorship for this opportunity. Please do not apply unless you can demonstrate eligibility to work in the UK.

Jason's story

"As a parent I struggled when my kids asked for help with their homework. There's a sense of shame and feeling inadequate because your children are asking you for help and you can't provide it. You're meant to provide for your kids.

But now I've done the National Numeracy Challenge I've grown confident with numbers. I don't have to hide from my kids when they ask me for help, and I really enjoy doing it. I don't want them to be afraid of numbers like I was at school. We get a buzz out of doing the homework together, and I'm learning from them too. I'm six feet tall but it makes me feel seven feet being able to help them out. Improving my numeracy hasn't just helped me with my kids, it's helped me at work too. I've enhanced my CV and future job prospects."

These achievements led to Jason being named a National Numeracy Day Hero, appearing in the media and in videos alongside our celebrity Ambassadors to promote the benefits of numeracy.

National Numeracy is an independent charity that empowers children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work combats low levels of numeracy, improving how people understand and work with numbers in everyday life and helping to spark better opportunities in life.

National Numeracy is a registered company (company no: 7886294) and charity (charity no: 1145669).

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