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# JOB DESCRIPTION

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| Job Title | Digital Marketing and Media Executive (Graduate Programme) |
| Salary Range  | £21,300 - £23,630 |
| Actual starting salary | £21,300 |
| Work Pattern | Full-time |
| Duration | 2-year graduate programme with potential to secure permanent role following completion |
| Location | Home working with frequent travel around Wales |
| Closing Date | 3 May 2022 |
| Interview Date | 13 May 2022 |

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| Purpose of Post |
| The National Academy for Educational Leadership (Leadership Academy) was established in May 2018 as an arm’s length organisation, separate from Welsh Government. The Leadership Academy is responsible for the strategic oversight and direction of leadership provision to meet the needs of the education system within Wales. We work in partnership with practitioners and policymakers from across the Welsh education system to create the conditions in which educational leadership will thrive. Our vision for 2026 states that the Leadership Academy must be a visible and respected organisation with a distinctive, clearly articulated and widely understood role within Welsh education. As such, the Leadership Academy is seeking to recruit a Digital Marketing and Media Executive as part of our graduate programme to support the Communications Manager and the wider team in achieving this vision. Our 2-year graduate programme will provide on-the-job development in the field of media, digital communications and marketing alongside opportunities to access professional qualifications within the industry. Successful completion of the graduate programme offers an opportunity to secure a permanent position within the organisation. The post holder will be a graduate with a degree in a relevant subject. They will have experience of creating, editing and publishing different types of media and will have a keen interest in digital communications and marketing. They will have excellent knowledge of a wide variety of social media platforms and will be able to engage with stakeholders at all levels.The Digital Marketing and Media Executive will report to the Head of Operations. |
| Key Tasks |
| Digital engagement * Create a wide range of engaging digital and social media content aligned with the Corporate Plan and Communications Strategy
* Produce, create, format and edit media assets (graphics, video, podcasts etc.) including subtitles for video content
* Creation of other digital materials, as directed
* Produce high quality written, graphic and video content that communicates our messages effectively and promotes audience engagement and interaction
* Schedule organic content across the Leadership Academy’s social media platforms using scheduling software
* Analyse and report on user engagement on each of the platforms.
* Co-ordinate technical delivery of events and activities online and offline

Maximise the visibility of the Leadership Academy * Support the communications manager with project/campaign organisation and evaluation on digital channels
* Performing administrative tasks linked to Leadership Academy events and activities
* Support the organisation of promotional events and attend where required

Brand identity, experience, and awareness* Prepare and distribute promotional materials
* Support the coordination and further development of email alerts and newsletters using MailChimp
* Manage relationships with contractors in the production of marketing materials

Social listening and sentiment analysis * Conduct and analyse participant surveys
* Monitor digital channels for trends, customer feedback and social listening.
* Analyse and report audience information, demographics and campaign evaluation
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| **Key skills** |
| * Educated to degree level in a relevant subject
* Excellent verbal and written communication skills
* Literate in range of software including MS Office and Adobe suite
* Strong understanding of social media platforms
* Digital media skills (films, podcasts, interviews)
* Positive and enthusiastic
* Excellent attention to detail
* Willing to show initiative
* Thorough and methodical approach to work.
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| **Development Opportunities** |
| The role of the Leadership Academy is crucial to the delivery of objectives within “Education in Wales – Our National Mission” and this graduate opportunity presents an exciting opportunity for the right individual to have make a real difference to the education community in Wales. The role will provide an extensive range of opportunities for development including: * Engagement with educational leaders and senior government officials across Wales and beyond
* Peer support and mentoring
* The opportunity to engage with a wide range of stakeholders in building the profile of the Leadership Academy in Wales and internationally
* Access to professional qualifications from bodies such as Chartered Institute of Marketing
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| Welsh Language Requirements  |
| The ability to communicate fully through the medium of Welsh is essential for this role  |