
Marketing Executive

Reports to: Head of Marketing

Hours: Full time (40 hours) with flexible working. Core hours are 10am to 4pm, Monday to Friday

Location: Hybrid. Central London on Wednesdays and Thursdays, remote working on other days

Salary: £35,000

Closing date: October 30th 2024, 8pm

APPLICATION PROCESS

To apply:

1. Download an equality and diversity monitoring form [here](#).
2. Send a CV, cover letter and the equality and diversity monitoring form to manthuramohamed@economist.com

If you have any questions about the role, please contact our Head of Marketing, Loretta Cooper, at lorettacooper@economist.com.

We will contact all applicants after the closing date.

THE ROLE

We're looking for a passionate marketer to join The Economist Educational Foundation as a Marketing Executive. The successful candidate will play a key role in planning and delivering multi-channel marketing campaigns to drive brand awareness, engagement and growth for our global audience of educators.

This new role offers a rare opportunity to join an ambitious and dynamic team looking to reach over 1 million school children by the end of 2026. We are seeking an energetic, motivated marketing professional in the early stages of their career who is eager to develop their skills and work in a creative, fast-paced environment. The ideal candidate is results-driven, an excellent communicator and a master of multitasking.

ABOUT US

We're a small, creative and fast-growing charity that was established from inside The Economist Group in 2012.

Our programme, Topical Talk, reaches over 10,000 teachers and 400,000 children in over 124 countries. Children who take part in Topical Talk learn to form nuanced views on complex issues and consider different perspectives in times of misinformation and polarisation. Topical Talk helps children join inspiring discussions about the news through:

- Award-winning teaching resources for classroom discussions about global news stories.
- Topical Talk Festival – the biggest news festival for young people. Children learn from topic experts, join online global discussions and publish their opinions in writing, audio journalism and film for the chance to win awards.
- Support and training for teachers, including intensive, in-person community partnerships in the UK and America

Our programme has received international recognition by HundrED as one of the top 100 education initiatives and as a winner of the UNESCO Global Media and Information Literacy Awards 2022.

www.economistfoundation.org

OPPORTUNITIES WE CAN OFFER YOU

- Real impact and the creative freedom of a small organisation combined with the advantages of a larger company and premier media brand.
- Training and development within a fast-growing charity.
- A friendly, driven and highly-effective team.
- Flexible hybrid working.
- Economist Group benefits, including a central-London office (The Adelphi Building near Charing Cross), private medical insurance, a cycle-to-work scheme and more.

RESPONSIBILITIES

- Execute effective global marketing campaigns using a mix of channels (email, social media, PPC, web, etc.).
- Manage our social media channels and lead community engagement on LinkedIn, Facebook, Instagram and X, building relationships with corporate partners and other stakeholders.
- Develop automated email journeys and tailored content to increase account-holder engagement and retention.
- Work closely with our Product & Design team to deliver compelling content for all marketing materials (digital and print ads, emails, press releases, social media posts, etc.).
- Develop expertise in our programme and target audience, performing research and analysis to make decisions and recommendations.
- Ensure SEO best practices are implemented across all digital channels.
- Monitor and analyse marketing performance, using insights to inform optimisations and campaign plans.
- Build marketing partner relationships with external media publications and industry associations.

REQUIRED SKILLS, ATTRIBUTES AND EXPERIENCE

Skills and attributes

- **Communication skills:** you are a clear, confident communicator with excellent copywriting skills and attention to detail.
- **Adaptable and organised:** you are able to manage multiple tasks simultaneously and work to tight deadlines.
- **Creative problem-solver:** you are highly self-motivated, intuitive and committed to continuous improvement.
- **Teamwork:** you are energetic, curious, bold and collaborative, developing strong relationships internally and externally.
- **Goal-oriented and driven:** you are inspired by our mission and driven to exceed targets.
- **Global outlook:** you have a strong understanding of international market trends and are able to tailor strategies for a range of audiences.
- **Tech-savvy:** you have proven social media experience, including LinkedIn and TikTok. You are highly skilled in utilising digital marketing tools, analytics platforms and automation software to drive data-driven campaigns.

Experience

You must have...

- At least two years of digital marketing experience, including social media and email marketing.
- Experience using platforms like Hootsuite, MailChimp and WordPress, and analytics systems such as Google Analytics.
- A proven track record of planning, analysing and reporting on campaigns.

You might have...

- Relevant professional qualifications in marketing (e.g. CIM)
- Experience in charity and education sectors.
- Paid media experience.

We're particularly keen for you to apply if you are from a community under-represented in the charity sector or have lived experience of facing extra barriers because of your background.

If you require any adjustments for your interview, just let us know.