

Job Title:	Marketing & Communications Manager
Reports to:	Director of Global Engagement
Line Manager for:	Marketing Coordinator
Location	Central London-Hybrid
Term/Hours	Full-time/ Part- time
Salary	£50,000 pro rata

Closing 11 March 2025 Actively Interviewing

'Communication is one of the most important things, and I feel the ESU has set us up for life.' Schools' Mace 2024 participant

Oracy gives young people the skills and confidence to shape their lives and to build a more connected and cooperative world

Both nationally and internationally, public discussion and political debate are increasingly polarised and divided. Social media, fake news and new technologies such as AI can create echo chambers, where claims pass unchallenged, and different views are hard to find. The English-Speaking Union shows that there is a more constructive and collaborative path.

The ESU was founded in 1918 to build greater understanding and friendships between people and nations. We are an educational charity with international reach, with an ESU in over 50 countries.

Today our work is focussed on training young people in oracy – speaking and listening skills, in critical thinking and self-expression - to build skilful communicators and engaged citizens and leaders.

The English-Speaking Union and our work is more important now than ever.

Main purpose of the post:

To develop and deliver our marketing and communications plans to engage with customers and key audiences including educators and students, supporters, partners and staff.

- Work with the Director of Global Engagement to define the focused marketing and communications plans that will support the ESU's corporate strategy and objectives. Define key audiences and work across all channels, including digital, search, social media, email, print, and PR.
- Work closely with the Education function to develop and deliver integrated, audience-first marketing campaigns that use the most appropriate channels to drive engagement with the ESU and sales of our education programmes.
- Work closely with the Engagement function to define and deliver the communications plans needed to recruit, retain, and work with our supporters (members, volunteers, donors, alums) and support the national ESUs and our international work.
- Support our Fundraising function in developing the case for support, communications and materials.
- Lead on capturing and creating compelling content for marketing and communications across all channels, including video and written testimonials.
- Help the Senior Leadership Team create and manage clear, simple, coherent key messages that drive and are reflected in all our communications.
- Maintain, develop, and enhance the ESU website and overall digital presence, as well as manage ESUs digital channels day-to-day.
- Work with the Director of Global Engagement to develop and deliver social media plans that support corporate and functional strategies.
- Continue the development of ESU's organic and paid-for media strategy across channels.
- Day-to-day liaison with external agencies, for example, web and PR
- Define and deliver our internal communications
- Develop our PR plans as those are developed and directed by the Director of Global Engagement
- Work closely with the ESU's Editor on all aspects of public facing Communications.
- Report on the performance of marketing and communications campaigns

Skills and Experience

Essential:

- Experience and demonstrable success in planning, delivering and evaluating marketing campaigns.
- Strong experience in developing and delivering integrated communications campaigns.
- Strong project management experience – working with colleagues across different teams to drive activity to completion, delivering against deadlines in a fast-moving environment and reporting progress.
- Strong experience across multiple formats, including web content, brochures, handouts, and media articles, with the ability to write short/long copy
- Good interpersonal skills and ability to persuade, influence and collaborate with various internal and external stakeholders.
- Excellent knowledge of all aspects of digital channels and skilled in tracking and monitoring tools.
- Good understanding of the value of Search and hands-on experience improving SEO and PPC channels.
- Experience and knowledge of key digital marketing tools, including Google Analytics, Mailchimp, Google Looker Studio, Meta Ads Manager, Google Ads Manager, or similar.

Desirable:

- Proven experience in successfully capturing and creating strategically aligned, compelling content
- Experience in marketing to the school sector would be an advantage
- Proven experience in managing agencies and agency relationships
- Line management experience of junior or career starter staff
- Knowledge of ESU and our programmes

Benefits

- Up to 10% employer matched pension contributions
- 28 days annual leave plus 8 days Bank Holiday (Pro rated)
- Employee assistance programme
- Group Life Assurance
- Cycle to work Scheme

Your Application

- To apply, please email a copy of your CV and a covering letter to catherine.croney@esu.org.
- If you have any questions or require support with your application, please also contact catherine.croney@esu.org.



ENGLISH-SPEAKING UNION

discovering voices