Dear applicant,

Thank you for your interest in the position of **Marketing Coordinator** at the National Governance Association (NGA).

Governance has risen up the political and school improvement agendas and this provides more opportunities for NGA to deliver our charitable objectives. NGA is the only national membership organisation for governors, trustees and governance professionals in state schools in England, and we work to improve the effectiveness of governing boards in both maintained schools and academies. As such, it is the first port of call for many of the policy makers in the education sector who are looking for governance expertise or wish to understand the governor view. We have been at the forefront of developing new programmes, tools for improving governance and resources for new governance structures. We pride ourselves on our knowledge and quality of our products and services. Alongside our membership NGA offers training, e-learning and consultancy.

NGA is an independent, not-for-profit national membership organisation for state school governors, trustees and governance professionals in England. Our work aims to improve the educational standards and wellbeing of young people by increasing the effectiveness of governing boards and promoting high standards. As expert leaders in school and academy governance, we provide information, advice, guidance, professional development and e-learning.

We are currently looking for an experienced individual to join our small, friendly team and assist in planning and delivering high-quality marketing campaigns, ensuring brand consistency throughout all aspects of marketing. The ideal candidate will be dynamic, creative with great attention to detail and have experience of communicating to a wide audience. The post-holder will be on a hybrid contract, working from our office in Birmingham city centre for two-days a week. There is a requirement to be able to work outside of normal office hours on occasions and occasional national travel is expected. Part time and flexible working options will be considered.

I hope that you find the information that you need to apply for the post in this pack; there is of course more information on the NGA website. NGA is a social enterprise, a charity with a board of trustees and a company limited by guarantee; further details of our team can be found in the about us section of the website.

If you have any queries, please email us at [jobs@nga.org.uk](mailto:jobs@nga.org.uk) with Marketing Coordinator in the subject line.

Yours sincerely,

A close-up of a signature

Description automatically generated

Emma Balchin, Chief Executive

## JOB DESCRIPTION

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| Job Title: | Marketing Coordinator |
| Job Purpose: | Support the planning, execution, and evaluation of marketing campaigns that promote services, resources, events, and membership, growing our reach and engagement across the education sector. |
| Line Manager: | Head of Marketing |
| Based: | Hybrid working with 2 days a week at NGA’s office in Birmingham and 3 days working remotely. |
| Salary: | £30,000 - £34,000 per annum depending on experience |
| Benefits | * 25 days annual leave + bank holidays + 3 days Christmas closure (increases to 26 after 3 years’ continuous service and to 27 days after 6 years’ service) * 7% pension contribution * Flexible working arrangements * Employee assistance programme (Wellbeing support) * Cycle to work scheme * Option to buy and sell annual leave * Railcards for qualifying staff * Healthy CPD budget |
| Probation Period | 6 months |
| Term: | Permanent |
| Hours | 37.5 hours per week  Occasional weekend or evening working may be required.  Applications for job share or four days a week will be considered. |

## JOB ACTIVITIES

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| **1.** | Marketing Campaigns & Promotions  Work with the Head of Marketing, team leads and key stakeholders to:   * Develop and implement an annual marketing strategy for all NGA services including membership and Learning Link, aligning with NGA’s overall strategy. * Inform the development of strategy by conducting market research, including competitor analysis and market scanning, to identify new opportunities for NGA. * Develop and execute multi-channel marketing campaigns to promote NGA’s membership, training, events, and resources. * Create marketing materials such as emails, social media posts, web content, and print collateral. * Monitor and report on campaign performance, making data-driven recommendations for improvement. * Collaborate across the organisation to ensure a cohesive and consistent marketing approach. * Maintain up-to-date communications and templates that adhere to brand guidelines. * Assist with NGA’s annual membership survey and analysis of results. |
| **2.** | Content Creation & Digital Marketing  Work with the Head of Marketing, team leads and key stakeholders to:   * Create marketing materials and content, including copywriting to promote and share NGA’s products and services across multiple channels:   + NGA virtual events   + NGA in-person conference   + NGA’s magazine (Governing Matters)   + NGA’s weekly e-newsletter   + NGA’s printed publications   + Knowledge Centre (guidance and information sheets)   + Policy and research reports   + Email footers & home page banners   + Requests from teams   + Requests from the professional development team and any agreed partners’ channels * Support coordinating social media accounts, creating and scheduling posts to boost engagement. * Work with designers and external agencies to produce branded marketing materials. * Ensure all content aligns with NGA’s brand guidelines and messaging. * Support with creating, optimising, and reporting on paid digital ads, including social media. |
| **3.** | Email Marketing & CRM  Work with the Head of Marketing, team leads and key stakeholders to:   * Create email marketing campaigns using NGA’s marketing and email platforms, incorporating automation strategies to optimise engagement and lead generation. * Analyse email performance metrics and optimise future campaigns. * Develop on-brand content for social media, web, email marketing and videos. * Research and coordinate digital advertising opportunities, including booking, monitoring, and evaluating campaigns. * Utilise and monitor available social media channels proactively to promote NGA services * Assist in coordinating digital campaign activity, including paid social, paid search, campaign landing page development, and emails. * Review, cross-reference and cross-market web content, NGA products and services. * Evaluate and analyse the effectiveness of marketing campaigns through accurate reports and analytics. * Support the development of a membership conversion strategy using CRM insights. * Analyse event and service data to identify potential members and drive conversions. * Monitor campaign performance and recommend improvements to enhance segmentation, enquiries, and engagement. |
| **4.** | Web Content, SEO and Market Research  Work with the Head of Marketing, team leads and key stakeholders to:   * Maintain and update NGA’s website content for accuracy and engagement. * Implement SEO best practices to improve search engine visibility and rankings. * Track website performance using tools such as Google Analytics, providing insights for user experience enhancements. * Gather feedback from members and stakeholders to refine web content, functionality and user experience. * Conduct competitor research to benchmark NGA’s marketing strategies. * Identify new marketing opportunities by monitoring trends in the education and governance sectors. * Review emerging digital technologies to keep NGA at the forefront of developments in digital marketing * Generate reports on campaign performance, engagement, and marketing KPIs. * Identify new marketing opportunities by monitoring trends in the education and governance sectors. * Share best practices for web content, usability, accessibility, SEO, email campaigns and online newsletters etc. * Be active in regular marketing and web content review meetings with colleagues to drive improvements. |
| **5.** | Event Promotion & Support  Work with the Head of Marketing, team leads and key stakeholders to:   * Support marketing efforts for NGA events, including conferences, training sessions, and webinars. * Coordinate event-related marketing materials and support delegate communications. * Assist with on-site or virtual event coordination when required. * Assist with creating PowerPoint templates and marketing slides. |
| **6.** | Be an active member of NGA   * Contribute to the delivery of NGA’s marketing communications plans. * Attend and contribute to staff meetings, web project meetings and marketing and communications meetings. * Actively participate in NGA events. * Collaborate with colleagues to manage and maintain resource materials. * Ensure compliance with NGA’s policies and procedures. * Ensure clear project planning, reporting, and documentation. * Provide regular updates and progress reports to line manager. * Undertake other reasonable duties as assigned by line manager. |

## PERSON SPECIFICATION

Essential:

Knowledge & Experience

* Proven experience in marketing, communications, or digital content creation.
* Strong writing and editing skills for engaging content.
* Social media management experience (LinkedIn, X, Facebook).
* Knowledge of email marketing platforms and automation (Mailchimp, Dotdigital, etc.).
* Basic understanding of SEO and website content management (e.g. WordPress).
* Strong analytical skills in campaign performance and marketing metrics.
* Experience managing information across CMS and websites.

Skills & Abilities

* Strong organisational skills, with the ability to manage multiple projects.
* Proficiency in Microsoft Office and analytics tools (Google Analytics, social media insights).
* Copywriting, editing, and accessible content production skills.
* Graphic design and video production experience (Adobe Creative Suite).
* Excellent teamwork and collaboration skills.
* Strong communication and commercial awareness.
* Excellent organisational and time-management skills with the ability to prioritise and work across multiple projects, meet deadlines and deliver a high volume of quality work.

Personal attributes & Qualities

* Good interpersonal skills, able to interpret the needs of stakeholders effectively.
* Positive attitude and ‘can do’ approach.

Desirable

* Degree or relevant experience in marketing.
* Experience using CRM systems (e.g., Salesforce, Dynamics) for marketing campaigns.
* Knowledge of the education sector or experience in a charity/membership organisation.
* Proficiency with design tools (e.g., Adobe InDesign, Photoshop, Premiere) for content creation.
* Event marketing experience, including promoting webinars or in-person conferences.
* Strong understanding of market research, statistical analysis, and data interpretation.
* Experience managing information across Content Management Systems (CMS) and large-scale websites.
* Experience in event planning and management.
* Experience working with external design, print and website agencies.
* Understanding of the education sector and/or voluntary sector.
* Willingness to volunteer as a school governor.