



Digital Marketing Administrator Job Description

Job title:	Digital Marketing Administrator
Accountable to:	Communications Manager
Hours:	22.5 hours per week (can be worked flexibly).
Contract:	Term time plus 4 weeks. One-year fixed term contract in first instance. Secondments welcome.
Salary:	£26,000 - £30,000 FTE depending on experience (£15,600 - £18,000 actual)

Duties will include (but are not limited to):

Build upon NASBTT's Professional Reputation

- Be passionate about working in the education charity sector.
- Represent NASBTT professionally across all digital and administrative activities.
- Communicate clearly and professionally with a range of stakeholders using digital platforms and written correspondence.
- Uphold NASBTT's professional reputation in all online and offline communications.
- Develop an understanding of the education and teacher training sector and its audiences.

Supporting the Strategic Direction of the Charity

- Support the delivery of NASBTT's digital marketing and communications activity in line with strategic priorities.
- Assist in the creation, scheduling and management of digital content that promotes NASBTT's work and values.
- Contribute ideas for improving digital engagement, reach and efficiency across platforms.
- Be willing to undertake ongoing professional development, particularly in digital tools and platforms.

Supporting Website Administration and Digital Content

- Support the day-to-day administration of NASBTT's websites, demonstrating a working knowledge of WordPress.
- Update and maintain website content, ensuring accuracy, consistency and accessibility.
- Upload blogs, news items, resources and content in a timely manner.
- Support basic website analytics reporting to inform improvements.
- Create graphic/digital assets to support communication plans.
- Provide website and communication support to the Communications Manager.

Video Creation and Editing

- Create and edit short-form video content for use across NASBTT's website, social media and digital communications.
- Support editing and formatting of video content.
- Ensure video content aligns with NASBTT branding, tone of voice and accessibility standards.
- Manage video files and support uploading to relevant platforms.

Social Media Management

- Support the planning, creation and scheduling of social media content across NASBTT channels.

- Assist with day-to-day monitoring of social media accounts, responding to basic enquiries where appropriate.
- Help maintain a consistent tone of voice and visual identity across platforms.
- Support reporting on engagement and performance metrics.

General Administration and Team Support

- Provide general administrative support to the Communications Manager and wider team.
- Support the coordination of digital assets, contact lists and shared files.
- Assist with wider administration tasks.
- Maintain accurate records and contribute to efficient internal processes.
- Support remote working practices using digital collaboration tools.

Essential Skills

- Strong written communication skills with excellent attention to detail.
- Good organisational skills and the ability to manage multiple tasks effectively.
- Experience or confidence using WordPress or similar content management systems.
- Experience or interest in video creation and basic editing.
- Familiarity with social media platforms and digital content scheduling tools.
- Good IT skills, particularly Microsoft Office 365, Wordpress and Canva.
- A proven ability to work as part of a team and a willingness to support effective remote working.
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- Ability to prioritise workload and work independently when required.
- A professional, flexible and proactive approach to work.
- The ability to uphold our professional reputation; develop networks and professional contacts in the context of teacher education.

Line Management

- Responsible to the Communications Manager



Digital Marketing Administrator Person Specification

The successful candidate will be a true professional, demonstrating ...

- A positive, proactive and 'can-do' attitude
- Strong organisational skills with the ability to work calmly under pressure.
- A commitment to the well-being of our small team; understanding demands on colleagues and challenging and supporting them as necessary to achieve our goals.
- A collaborative approach and the ability to build positive working relationships quickly and in a variety of contexts.
- Confidence in working with digital tools and a willingness to learn new systems.
- Creativity and attention to detail, particularly in digital and visual content.
- Resilience: with the determination to overcome challenges and a willingness to get 'stuck in' to all aspects of the business.
- An excellent understanding of the impact that language can have, and therefore the ability to communicate with the utmost sensitivity to the recipient.
- High levels of emotional intelligence.
- The ability to see the bigger picture of the charity's vision, whilst immersed in the detail of day-to-day operations.
- Excellent levels Literacy and Numeracy and exceptional IT skills.
- Innovative and creative approaches to your work.
- A commitment to diversity, inclusion and safeguarding.
- The ability and willingness to work remotely and to travel to team meetings in the East Midlands, and on occasion further afield.