



Digital Marketing Assistant

Job Description

The 1851 Trust is recruiting a Digital Marketing Assistant to support the work of the Marketing and Communications Manager in recruiting teachers to our STEM Crew platform and promoting the programmes of the 1851 Trust through our digital channels.

You will play an important role in increasing our reach specifically amongst the teaching community, to bring alive the excitement of INEOS TEAM UK's challenge for the America's Cup. You will join the small, motivated 1851 Trust Team based at the INEOS TEAM UK base in Portsmouth and report to the Marketing and Communications Manager.

What it means to work for the 1851 Trust

The 1851 Trust is an ambitious education charity focused on inspiring young people about the opportunities available to them through science, technology, engineering and maths (STEM subjects). As the official charity of Sir Ben Ainslie's America's Cup sailing team, INEOS TEAM UK, the 1851 Trust is based at its state-of-the-art base in Portsmouth and has unrivalled access to the cutting-edge technology and people behind this professional sports team.

The Trust has created exciting learning programmes that harness the power of sport and sustainability and highlight real-life STEM challenges of INEOS TEAM UK. Our digital resources have been adopted by 3,000 teachers across the UK and are delivered to thousands of young people every year. Our STEM and sailing programmes are delivered with partners and focus on breaking down barriers for under-represented groups of young people.

The Trust's small and dedicated team has exciting plans to extend our reach and to increase the impact we have for young people; and this position will support the pivotal role of understanding our teaching audience.

The Trust is privileged to have HRH The Duchess of Cambridge as its Royal Patron and Sir Ben Ainslie as its Patron. Chaired by Dame Louise Makin, the Board of Trustees and our existing supporters include many high profile individuals.

We are currently a small team and you will support the Trust's Marketing and Communications Manager who is also responsible for our STEM Crew teaching platform. Accordingly, we are seeking someone with digital experience, energy and the ability to flourish with in a small team and dynamic working environment. In return, we offer you an exciting environment in which to work, excellent opportunities for personal development and the support of a team committed to delivering outstanding learning opportunities for young people.

Job description

The role:

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| Job Title: | Digital Marketing Assistant |
| Reporting to: | Marketing and Communications Manager |
| Hours of Work: | Full time |
| Contract: | Permanent |
| Office location: | INEOS TEAM UK Base in Portsmouth, with occasional national travel and weekend work. |
| Start date: | ASAP |
| Salary: | £20,000- £23,000 subject to experience, with 25 days holiday plus bank holidays |

Main purpose of the job:

This role will provide key support to the Communications and Marketing Manager on the planning and delivery of the communications strategy for the 1851 Trust, specifically focusing on the digital platforms. The role will play a key role in developing insights from digital interactions, proposing opportunities to improve engagement of key audiences and implementing agreed projects.

Key duties and responsibilities:

- Help to implement the Trust's Communications and Marketing strategy, including, but not limited to:
 - Planning and posting regular updates across all social media channels.
 - Planning and Distribution of newsletters and press releases.
 - Updating of websites.
 - Support with the production of case studies and programme collateral.
 - Support the Fundraising Manager and Trust Team to maximise insights from our CRM System.
 - Support with the production and ordering of brand-aligned marketing materials, including liaising with designers and agencies as required.
 - Implement a system of regularly gathering case studies from various programmes of the Trust and be the lead on this project.

- Support the monitoring and evaluation of coverage on all platforms:
 - Ownership of the STEM Crew platform's analytics including weekly analysis of new teacher registrations and site usage, including by resource and by teacher segments.
 - Alongside our Digital Agency own our google analytic dashboards ensuring the priorities are met and reports support required KPIs.

- Identify trends within the use of STEM Crew and propose opportunities to increase; usage, new recruitment - particularly peer-to-peer recruitment within school and teacher networks.
- Plan and deliver communications to our teaching audience with the support of the Marketing and Communications Manager and Head of Education.

Knowledge and experience

- Experience of digital marketing including social media.
- Experience of data analysis / digital analytics.
- Experience of websites, in particular Word Press.
- Experience of CRM systems an advantage.
- An interest in STEM subjects and their use in sport.
- Willingness to be flexible with working hours.
- Experience with Adobe creative Suite, in particular Photoshop and Illustrator.

Desired skills and attributes

- Highly organised with excellent digital media knowledge and skills.
- Able to use initiative and work autonomously.
- Good attention to detail and accuracy.
- Passion for sailing or sports and the INEOS TEAM UK's America's Cup campaign.
- Practical and straightforward 'can do' approach to working.
- Excellent communication skills.



Please note: The successful applicant will be subject to an enhanced DBS check in line with our Child Protection Policy.

How to apply:

To apply, please send your CV and a covering letter setting out how your skills and experience match the requirements of the role and why you'd like to work for the Trust to gabriella.hewitt@1851trust.org.uk

The role will be appointed ASAP as soon as the right candidate is found.