



National Day Nurseries Association

***Brighter thinking
for early years**

Job Description Marketing and Campaigns Officer

Responsible to: Brand Marketing & Corporate Partnerships Manager
Location: Head office, Huddersfield and Hybrid working
Salary Band: Band C
Hours: 37 hours per week

National Day Nurseries Association (NDNA) is the national charity and membership association representing children's day nurseries across the UK, giving them information, training and support, so they can provide the best possible care to young children. NDNA is the voice of the day nursery sector, an integral part of the lives of nearly one million children and their families. NDNA works with local and national government to develop an environment in which quality early years education and care can flourish.

Main purpose of the job

The Marketing and Campaigns Officer is responsible for developing and delivering our multi-channel marketing plans. The role has responsibility for marketing across the charity, particularly focusing on our digital channels and campaigns, providing copy and strategic direction, but also including marketing of our events, products and services. The Marketing and Campaigns Officer collates, analyses and interprets campaign and marketing data to ensure KPIs are met and makes recommendations for future marketing activity. Working closely with the Brand Marketing & Corporate Partnerships Manager, the post holder will liaise with colleagues across the organisation to develop our reach across the UK and beyond through a range of activities.

Main duties

- Work with the Brand Marketing & Corporate Partnerships Manager to implement the marketing strategy for the organisation and work closely with other key managers to develop individual marketing plans for their area of activity
- Create and support multi-channel marketing campaigns in collaboration with the team and relevant managers, to ensure the most impactful campaigns possible
- Track effectiveness of marketing campaigns, report findings to the relevant manager and use data to propose future strategies and campaigns
- Build NDNA's digital presence, increasing traffic and user interactions by supporting in the development of a content strategy and good user experience.
- Research and analyse market trends and competitors to ensure our offering, packages and campaigns are progressive and relevant
- Provide copywriting and content management, ensuring accuracy of writing and content for publishing on all communication channels

- Support the design and production of relevant promotional materials, such as the website, magazine and other printed materials
- Oversee the organisation's attendance at events and trade shows. Represent NDNA at external events and meetings as appropriate, proactively seeking out and engaging in networking opportunities to the benefit of NDNA
- Update Content Management Systems and CRMs with relevant content, in particular, the use of Wordpress.
- Where appropriate, negotiate and manage contracts with third parties and ensure best value is achieved
- Any other duties reasonably requested by line management and commensurate with the post.

In carrying out the duties and responsibilities set out within the job description and in the context of developing working relationships with others, the post holder will be expected to demonstrate commitment to and comply with NDNA's policy and procedures. The principle applies equally to all aspects of the role including any responsibilities relating to the provision and development of services

Personnel Specification

Criteria	How to be Identified
<p>Qualifications</p> <p>Essential</p> <ul style="list-style-type: none"> • Recognised marketing qualification to Degree/Professional Level or equivalent expertise • Digital marketing qualification or equivalent experience • GCSE English 	Application
<p>Experience</p> <p>Essential</p> <ul style="list-style-type: none"> • Significant, demonstrable experience in marketing • Experience of creating multimedia content • Planning and developing marketing campaigns • Demonstrable experience of copy writing and proof reading • Managing a demand-led workload • Working with marketing team and colleagues to achieve delivery as a team • Experience of working in a fast-moving environment with an ability to handle numerous projects with competing deadlines and priorities <p>Desirable</p> <ul style="list-style-type: none"> • Event management experience • Understanding of GDPR requirements and processes 	
<p>Skills and Abilities</p> <p>Essential</p> <ul style="list-style-type: none"> • Ability to work collaboratively across departments and manage customer relationships • Creative thinker with the ability to develop marketing plans and innovative campaigns for NDNA and commercial partnerships • Data focused with a strong ability to analyse, interpret and report on data using GA4 and social media analytics platforms, both verbally to senior management and in a written format • Ability to stay focused on campaign outcomes • Strong interpersonal and influencing skills • Demonstrates excellent customer service standards, focusing on their needs whilst balancing the needs of the organisation • Excellent communications skills, both written and oral, including good presentation skills • Must be able to deal confidently with internal and external contacts 	Application / Task / Interview

<ul style="list-style-type: none"> • Ability to produce accurate reports and analyse data to evaluate engagement and campaign effectiveness • Ability to execute, monitor and analyse campaigns • Self-starter with effective time management • Ability to prioritise workload and meet deadlines under pressure • Skilled in copy writing and proof reading • Excellent attention to detail and quality control of own and other's output <p>Desirable</p> <ul style="list-style-type: none"> • Project management 	
<p>Knowledge</p> <p>Essential</p> <ul style="list-style-type: none"> • In-depth understanding of digital marketing including but not limited to: CMS systems, SEO, GA4 and effective online content including social media platforms • Computer literate with experience of Microsoft Office packages • Knowledge of CRM databases, including segmentation • Knowledge of email marketing <p>Desirable</p> <ul style="list-style-type: none"> • Knowledge of the non-profit or small business sectors • Online advertising such as PPC, Facebook advertising etc. • Email automation 	<p>Task / Interview</p>
<p>Other Requirements</p> <p>Essential</p> <ul style="list-style-type: none"> • Flexible and able to undertake very occasional evening and weekend duties, including some overnight stays and travel in the UK <p>Desirable</p> <ul style="list-style-type: none"> • Able to drive/have access to a car 	<p>Application / Task / Interview</p>

