

## Job Description Digital Marketing Manager (Institute of Early Years Education)

**Responsible to:** Brand Marketing and Corporate Partnerships Manager  
**Responsible for:** DCMO (Digital Content Marketing Officer)  
**Location:** Head Office (hybrid working)  
**Salary:** Circa £38,000  
**Hours:** 37 hours per week  
**Start date:** 19 August 2024  
**Interviews from:** 10 June 2024

**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 education and 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, working with local and national government to develop an environment in which quality early years education and care can flourish. Now, in our 25th anniversary year, NDNA is launching the Institute of Early Years Education; a professional membership body for individuals working or aspiring to work in the early education and care sector.

### Main purpose of the job

- Develop and manage the Institute of Early Year Education brand, position the marketing and membership opportunity to enhance the profile and professional status of the sector, increase the quality of early education and care and lead to a positive impact on children through membership uptake and renewal
- Lead on the development and implementation of the marketing strategy to ensure that this exciting new brand and the key messages reach early education and care practitioners and drive them to subscribe
- Resourcefully create and oversee innovative digital marketing campaigns, plans and associated policies to ensure consistent messaging, brand and tone of voice, tracking effectiveness of inspirational campaigns and reporting findings for analysis
- Contribute to ideation, creation, management and review of digital resources, communications and platforms
- Oversee the management of and represent the Institute of Early Years Education at external events, such as trade shows, conferences and meetings as appropriate, proactively seeking out and engaging in networking opportunities to the benefit of the organisation



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- Manage, support the achievement of and report on KPIs for the Institute of Early Years Education marketing and work effectively across teams and departments to ensure targets and KPIs are achieved.

### **Other duties and responsibilities**

- Lead and work alongside the Digital Content Marketing Officer to support achievement of KPIs and ongoing development
- Ensure the overall quality of all marketing proposals, plans and delivery and respond to any complaints in a timely and professional manner; taking action where necessary
- Manage the design and production of promotional materials, write and deliver marketing content, campaigns and social media plans
- Work with the Institute of Early Years Education Membership Manager to ensure an integrated approach to marketing of the member value proposition to enable the achievement of membership goals
- Lead and oversee the development and promotion of Institute of Early Years Education events and event attendance, working closely with the Institute of Early Years Education Membership Manager
- Develop and undertake customer and competitor market research, gather and utilise the intelligence to develop strategies, tactics and inform product development
- Maintain up-to-date understanding of stakeholder perspectives through regular engagement
- Work closely with the NDNA marketing team and the Institute of Early Years Education team to develop new and innovative marketing ideas in line with brand marketing
- Procure and manage the work of third-party agencies where necessary, ensuring best value, including but not limited to SEO marketing agencies, graphic designers, influencers/ambassadors, videographers, photographers
- Prepare and manage the marketing budget, ensuring robust and proactive financial management and return on investment
- Utilise the intelligence from the Institute of Early Years Education team, digital analytics and sector insights to develop strategies, tactics and inform marketing strategies
- Work closely with NDNA's Director of Business Development, Institute of Early Years Education, quality team, membership and policy teams, to ensure that the Institute of Early Years Educations marketing complements existing NDNA brand marketing values and avoids duplication or confusion for NDNA Members
- Any other duties reasonably requested by line management and commensurate with the post.

As part of our values, we are committed to supporting inclusion and diversity at NDNA. We will continue to strive towards a culture where we actively celebrate colleagues' different abilities, sexual orientation, ethnicity, faith, and gender. Everyone is welcome and supported in their development at all stages in their journey with us.



**Person Specification: Digital Marketing Manager (Institute of Early Years Education)**

<u>Skills and Abilities</u>	<u>Knowledge and Experience</u>
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Thorough attention to detail and quality control of own and others' output</li> <li>• Ability to manage a demanding workload, meeting deadlines and quality requirements</li> <li>• Demonstratable experience in SEO, CMS, social media and email marketing ideation, creation and management</li> <li>• Emotional intelligence; aware of the needs of stakeholders in the wake of the differing (policy) environments</li> <li>• A strategic thinker, with the ability to innovate, drive change and identify potential opportunities</li> </ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Significant demonstrable experience at Brand Manager level and/or account management</li> <li>• Track record of consistent achievement of pipeline conversion</li> <li>• Comprehensive experience of social and digital marketing and communications</li> <li>• Project and budget management</li> <li>• Internal communications and commercial marketing plans</li> <li>• Managing long-term customer relationships</li> <li>• Marketing products and/or services to customers</li> </ul>



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- Ability to collaborate and consult with multi-disciplined team to achieve results
- An experienced line manager who can effectively manage, motivate and guide direct reports and peers to achieve and exceed outcomes
- Outstanding interpersonal and influencing skills with the ability to engage a broad audience quickly
- Excellent sales and business development skills and ability to work to targets and manage customer relationships
- A confident communicator at all levels with very strong written and oral communication skills
- Demonstrates commitment to excellent customer service standards, whilst balancing the needs of the organisation
- Project and budget management, numerate with the ability to produce accurate reports and analysis
- Ability to identify cross-promotional opportunities
- Confidence and ability to manage and deliver change
- Creative individual who utilises and keeps abreast of new innovations and trends

- Experience in campaign launches and management
- Leading smooth on-boarding of new partners and integration within the organisation
- Thorough, up-to-date knowledge of marketing and communications strategies and techniques
- Highly computer literate with experience of Microsoft office, leading social media platforms, content management systems and CRM systems

**Desirable**

- Good honours degree and/or recognised marketing professional qualification or equivalent experience
- Experience of managing PPC ads
- Media relations management
- Experience of working in membership organisations
- Understanding of the childcare sector
- Events management experience