



National Day Nurseries Association

**\*Brighter thinking  
for early years**

## **Job Description Marketing Officer (Champions)**

<b>Responsible to:</b>	Brand Marketing and Corporate Partnerships Manager
<b>Salary:</b>	Band C
<b>Location:</b>	Hybrid
<b>Hours:</b>	Part time - 22 hours per week
<b>Contract:</b>	Temporary until 31 <sup>st</sup> May 2026 (with possible extension to 31 <sup>st</sup> May 2027)

**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 year's education and care can flourish. Putting children at the heart, through its quality and innovative approach, NDNA is continually developing new services to meet the needs of early years providers and their workforce.

### **Main purpose of the job**

The Maths Champions Marketing Officer will play a key role in developing and executing marketing strategies that drive programme awareness, generate leads, and support business growth. The post holder will collaborate with cross-functional teams to plan and deliver campaigns, manage digital content, and analyse performance metrics. The postholder will be responsible for promoting Maths Champions to early years settings, increasing brand visibility, and helping to drive enrolments through targeted campaigns and setting engagement.

### **Main Duties**

- Work with the Brand Marketing and Corporate Partnerships Manager and the Projects and Contracts Manager to develop, plan and implement marketing strategies and campaigns to promote Maths Champions and increase nursery setting enrolment
- Promote the programme in line with NDNA's marketing strategy to nursery managers and practitioners using NDNA communication channels including the promotion of testimonials, case studies, and images and video content to reflect the benefits of the Maths Champions programme
- Conduct market research to identify trends, customer preferences, and competitive analysis
- Manage the production of marketing materials including brochures, press releases, digital content, and promotional items
- Plan, create and distribute social media content, including paid Facebook advertising
- Work with the Stakeholder Engagement Lead to identify additional targeted marketing channels and content to focus on specific locations to support areas with low enrolment
- Draft, build and manage email marketing campaigns to stakeholders, including the use of A/B testing
- Create marketing collateral, reels and videos using Canva or similar design tools
- Coordinate multi-channel marketing campaigns including email, social media, events, and exhibitions to maximise impact for the Programme
- Work with the Digital Marketing Officer to maintain and update the Maths Champions webpages and ensure SEO best practices

- Monitor and report on the performance of marketing campaigns, including lead generation and enrolment conversions using tools including Google Analytics, CRM, and social media insights to propose future strategies and campaigns
- Build relationships with media, partners, and other stakeholders to maximise brand exposure
- Maintain and manage emails and Outlook calendar daily to effectively deliver NDNA services
- Work as part of the team to handle and answer incoming calls and emails
- Support the team to review and update all working processes and procedures for continual improvement
- Any other duties reasonably requested by line management and commensurate with the level of 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 all of NDNA's policies and procedures.

## Personnel Specification Marketing Officer (Champions)

Criteria	Identified by
<b>QUALIFICATIONS</b>	
<b>Essential</b> <ul style="list-style-type: none"> <li>A good honours degree or equivalent demonstrable experience in digital marketing</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>Digital marketing qualification, e.g. CIM or CAM Diploma</li> </ul>	CV
<b>RELEVANT EXPERIENCE</b>	
<b>Essential</b> <ul style="list-style-type: none"> <li>Demonstrable experience of working in a digital communications or web content role</li> <li>Social media and Google Analytics experience</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>Media exposure</li> </ul>	CV /Interview
<b>SKILLS &amp; ABILITIES</b>	
<b>Essential</b> <ul style="list-style-type: none"> <li>Outstanding communication skills – both written and verbal, with the ability to present complex information clearly, and accurately with engaging copy.</li> <li>Able to proof read and edit other people’s copy</li> <li>Ability to devise compelling content and strategies across multiple channels</li> <li>Experience of using social media for marketing purposes including Facebook, X, Instagram, Threads, YouTube and LinkedIn</li> <li>Understanding of search engine optimisation, GA4</li> <li>Excellent organisation, planning, project and time management with the ability to work under pressure</li> <li>Ability to build and manage relationships with contacts</li> <li>Numerate and analytical</li> <li>Video editing expertise</li> <li>Experience of using Canva to design collateral</li> <li>Experience of using Adobe Creative suite including InDesign, Premier Pro and Photoshop</li> <li>Basic working knowledge of implementing HTML</li> <li>Strong IT and administrative skills – able to demonstrate proficient use of Word, Excel, PowerPoint, design software</li> <li>Able to digest information and to understand and interpret differing stakeholder requirements</li> <li>Able to initiate and carry out work independently, as well as within a team</li> <li>Enthusiastic and creative</li> </ul>	CV/Task Interview

<b>Desirable</b> <ul style="list-style-type: none"> <li>• Able to produce reports for a variety of audiences</li> <li>• Ability to analyse research</li> <li>• Presentation skills</li> <li>• Managing paid ads with Google Analytics</li> <li>• Using Google Ad Grants for paid ads</li> <li>• Experience A/B testing with email systems</li> <li>• Wordpress experience</li> </ul>	
<b>KNOWLEDGE</b>	<b>Identified by</b>
<b>Essential</b> <ul style="list-style-type: none"> <li>• Knowledge of content marketing</li> <li>• In depth knowledge of social media</li> <li>• SEO / PPC / Good Analytics</li> <li>• Video editing</li> <li>• CMS / CRM / email marketing systems</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>• Understanding of the early years and childcare sector.</li> </ul>	Task/ Interview
<b>OTHER REQUIREMENTS</b>	<b>Identified by</b>
<b>Essential</b> <ul style="list-style-type: none"> <li>• Flexible approach to work</li> <li>• Ability to undertake occasional evening and weekend work, including some overnight stays and providing out-of-hours cover where required</li> </ul> <b>Desirable</b> <ul style="list-style-type: none"> <li>• Able to drive and have access to a car</li> </ul>	Interview

