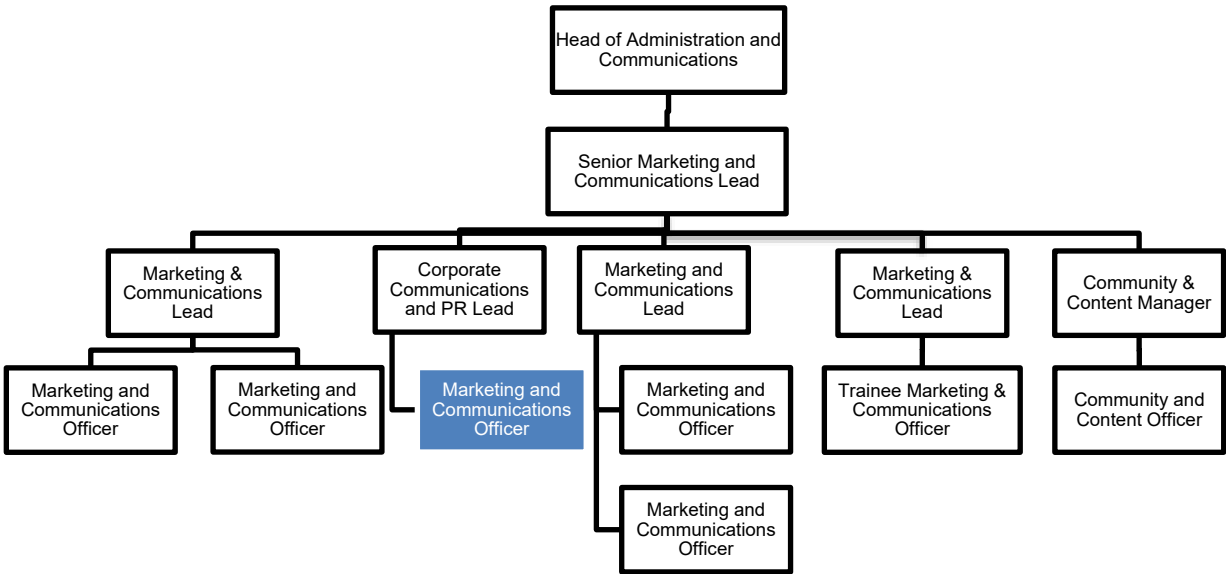


STEM Learning Limited

1. Role Particulars	
Role Title: Marketing and Communications Officer	Reports to: Corporate Communications and PR Lead
2. Organogram	
 <pre> graph TD H[Head of Administration and Communications] --> S[Senior Marketing and Communications Lead] S --> M1[Marketing & Communications Lead] S --> C[Corporate Communications and PR Lead] S --> M2[Marketing and Communications Lead] S --> M3[Marketing & Communications Lead] S --> CM[Community & Content Manager] M1 --> MO1[Marketing and Communications Officer] M1 --> MO2[Marketing and Communications Officer] C --> MO3[Marketing and Communications Officer] M2 --> MO4[Marketing and Communications Officer] M2 --> MO5[Marketing and Communications Officer] M3 --> TMO[Trainee Marketing & Communications Officer] CM --> CO[Community and Content Officer] </pre>	
3. Purpose of role	
The Marketing and Communications Officer role exists to ensure effective marketing and communication delivery for a range of audiences and programmes. They will raise and develop awareness of the full range of support available from STEM Learning through skilful and tactical choice and use of a range of channels and approaches, including digital platforms, websites, email and social media. They will support the creation, optimisation and maintenance of digital content to improve user experience, engagement and discoverability. They will adhere to agreed business processes, seek continuous improvement and work with the Lead to compile evidence of effectiveness of activity for regular performance reporting. They will contribute to effective cross-working across Marketing and Communications through active collaboration.	
4. Key Results / Accountabilities expected from role	
Manage and deliver marketing and communications activities: • deliver a full, aligned portfolio of digital and offline marketing, communications and PR activities • manage and create engaging digital content across websites, social media channels and email platforms • support website content maintenance and improvements, ensuring information is accurate, accessible, user-focused and optimised for search engines (SEO) • work with colleagues and partners to deliver effective, achievable communication plans • monitor marketing/communications activities in terms of performance, budget and return on investment • contribute to continuous evaluation and improvement of marketing/communications activities and support • monitor competitors, markets and digital trends and offer evidence of best practice and potential improvements. Shape and execute integrated marketing and communications campaigns: • deliver powerful, integrated campaigns that promote our organisation, brand and products • write all content in a confident, compelling and concise style, flexed to each medium • create and optimise content for websites, social media and search engines to maximise reach and engagement • use data effectively to develop high-impact, personalised marketing/communications • find ways to improve marketing/communications by distilling and using insight from a range of sources, including website analytics and social media performance • leverage existing content, research and events to maximise impact. Deliver a suite of communications support: • offer effective marketing/communications guidance, advice and training	

- share marketing/communications best practice
- continuously evaluate and improve marketing/communications support provided
- monitor the effectiveness of network marketing/communications activities
- ensure that own activities are delivered to time, cost and quality to achieve plans and objectives.

Other responsibilities:

- maintain an up-to-date understanding of digital marketing developments, including website content best practice, social media platforms and digital analytics
- act as a 'voice of the customer' in the business to ensure we are audience-led
- represent Marketing and Communications at appropriate events, meetings and committees
- keep professionally updated by undertaking CPD
- ensure data protection, compliance and other STEM Learning policies are followed
- undertake other duties that may reasonably be requested.

Successful candidates will demonstrate STEM Learning's values:

- **Sustainable** - Use communication channels, platforms, and resources efficiently and responsibly to maximise reach and impact.
- **Innovative** - Embrace new ideas, seek to continuously improve processes and foster a culture of creativity.
- **Proactive** - Be able to work independently and as part of a team to provide excellent marketing and communications content and to ensure tasks are completed.

5. Key challenges faced in the role

- Balancing priorities and resources to achieve optimum results, reporting on effectiveness of communications activities and return on investment across different channels and activities.
- Cross-working across Marketing and Communications to ensure best use of resources and alignment of approach and messages, leading to optimised promotion of STEM Learning propositions.
- Maintaining rapid deployment of fresh, compelling digital content across websites, email and social media channels, while ensuring content is accurate, accessible, user-focused and search optimised.
- Using digital insight, analytics and SEO best practice to continually improve online visibility, engagement and conversion.
- Collaborating effectively with stakeholders: management, funders and external partners.
- Embedding marketing/communication expertise across STEM Learning through productive working relationships with other departments, working groups and partner organisations.

6. Any other information (particular reference to planning (nature and impact), scope of impact).

This role is instrumental in ensuring that schools, colleges, employers and wider partners are aware of, engage with and are able to make use of the support provided by STEM Learning.

This is an operational role in a fast-paced, constantly evolving environment. The Officer will manage and deliver a range of projects and activities in parallel, contributing to high-impact marketing, communications and digital engagement activities across multiple programmes and audiences.

The role will offer the opportunity for the Officer to gain strong practical experience across the full marketing and communications mix, including campaign delivery, content creation, website management, social media, SEO and digital analytics, while learning from experienced marketing and communications professionals.

The Officer will ensure that the marketing and communications activities they manage are audience-led, evidence-based and focused on areas where they add the greatest value and impact.

Through effective delivery of campaigns, content and communications support, the Officer will contribute to the visibility, reputation and reach of STEM Learning's programmes, services and strategic priorities.

7. Relevant experience and expertise (typical educational qualification and experience)

- **Education/experience:** Degree and/or relevant professional qualification and/or a track record of experience in a similar or related role, or equivalent experience acquired through a combination of vocational training and on-the-job experience, demonstrating development over time.
- **Knowledge and understanding:** Familiarity with typical marketing/communications work practices, processes and procedures, ideally including broader commercial awareness. Operational familiarity with a range of relevant systems, platforms, tools and channels, including website content management systems, email marketing platforms, social media channels and digital analytics tools. Understanding of user experience, digital content best practice and the principles of search engine optimisation (SEO).
- **Communication skills:** Well-developed written and oral communication skills with excellent attention to detail. Good interpersonal skills, ideally able to flex communication style and delivery to the needs of the

audience. Skilled at writing compelling, concise copy for a diversity of media, including websites, email and social media. Ability to influence effectively at own level.

- **Planning and problem-solving:** Experience of planning and progressing tactical work activities using initiative and judgement without unnecessary recourse to managers. Strong self-motivation and achievement focus, with proven analytical and problem-solving capabilities, including the ability to use data and insight to inform decisions and improve outcomes. Finds a way forward in challenging circumstances.
- **Stakeholder management:** Strong customer orientation and ability to form effective working relationships with a range of internal and external stakeholders. Skilled in advancing a reasoned, evidence-led case for a course of action, and in negotiation. Effective skills in supplier selection and management.
- **Performance monitoring:** Experience in monitoring key marketing and communications metrics, including digital performance measures such as website engagement, email performance and social media effectiveness, ensuring good cost control and with an ability to diagnose what is working well or less well and the creativity to identify practical operational improvements.
- **Personal qualities:** This role would best suit someone who is positive, conscientious, circumspect and loves to get things done. Well-developed skills in assimilating complex information, making good decisions quickly and working well under deadline pressure. Able to maintain an enthusiastic manner and offer solutions, not problems.

Note: This important role requires flexibility and adaptability to respond to changing priorities, campaign activity and workload demands throughout the year.

8. Economic dimensions associated with the role (if any)

Delegated responsibility for small amounts of campaign expenditure within agreed budget lines.

9. Location

York-based with occasional UK travel

During the probation period (4 months), there is a requirement to attend the office five days per week. Upon passing probation, minimum three days in the office.