Job Description

Job Details	
Job Title:	**Marketing Manager**
Work Unit:	Varkey Foundation
City and Country:	London, UK
Contract:	Permanent
Reports to:	Head Of Marketing

Job Purpose

The Varkey Foundation is a not-for-profit organisation established to improve the standards of education for underprivileged children throughout the world. Our mission is that every child should have a good teacher.

Through the Global Teaching Prize and the Global Education and Skills Forum, the Foundation has helped to place teachers at the top of the global education agenda and we have already reached more than a million children through our teacher training and leadership programmes in Ghana, Uganda and Argentina.

Working with global and local management teams and creative, media and digital agencies, the Marketing Manager will be responsible for the overall online reputation of the Varkey Foundation, Global Education & Skills Forum, Global Teacher Prize and related initiatives. This includes leading on all digital activities, including putting together and implementing the digital strategy for VF websites, social media, strategic partnerships and online PR, and planning and managing all paid search campaigns.

Key Duties and Accountabilities

Managing Web Properties:

- Run the main VF website: varkeyfoundation.org, educationandskillsforum.org, globalteacherprize.org
- Lead on all developments aspects for the Varkey Foundation site working independently or with external agencies
- Keep an editorial calendar and keep content fresh and up-to-date

Foundation Social Media Sites:

- Implement the strategy for social media (Facebook, Linkedin, Youtube, Twitter, Instagram) for Varkey Foundation, Global Education & Skills Forum, Global Teacher Prize and related initiatives.
- Create and run social media policy recommendations to all Varkey Foundation staff.
- Implement a monitoring system and be first responder on all social media matters.
- Manage agency relationships
- Provide and present weekly and monthly digital analytics analysis and recommendations.

PR & Partnerships:

- To build strategic relationships and partnerships with online media outlets and online influencers to reflect positively on Varkey Foundation.

Campaigns:

- Support the Marketing function on all major campaigns and drive online engagement.
- Plan and manage paid search campaigns and ensure all paid search activity falls in line with the larger search marketing and digital marketing strategy.

Executive Communications:

- Create a campaign of social media engagement in line with the communications strategy for Varkey Foundation.

Person Specification

- Passionate and highly knowledgeable about all areas of digital technology, media and social media
- Experience creating and managing websites and other web properties
- Experience working with agencies and running procurement processes and making recommendations on technical solutions
- Managing budgets and keeping to key deliverables and deadlines
- Experience managing others would be desirable
- Basic design skills would be desirable
- Event experience and knowledge of event management tools and apps would be highly desirable
- Willingness to learn and do what it takes to acquire skills needed
- An ability to effectively explain technical opportunities to less technical team members and provide instructions and training where necessary
- Extremely strong verbal and written communication
- Ability to develop excellent relationships with creative agencies and partners
- Ability to prioritise workload and meet tight deadlines
- Be conversant in all digital media and have significant experience
- Able to work independently as well as part of a team
- Previous experience in a similar digital position is highly desirable
- Marketing qualification would be highly desirable
- Spanish speaking would be desirable
- Experience of delivering digital marketing and engagement campaigns in the charitable sector

Location

- This position is based in the Head Office of the Foundation in London.
- The role offers potential for flexible working including home based if desired for up to four days a week.
- International travel is likely to form a proportion of this role.

Remuneration & Benefits

- Competitive and dependant on candidate experience
- Life Assurance
- Pension contribution
- Discretionary annual salary reviews

Please send your CV and cover letter to careers@varkeyfoundation.org, no later than 25th of July 2018. Please note we will be interviewing candidates during this time, so early application is recommended.

All candidates applying for this position with the Varkey Foundation must be eligible to work in the UK/European Economic Area. Candidates should confirm this when applying with their CV and covering letter.

The Varkey Foundation is an Equal Opportunities Employer.