

Job Description

Digital Communications Co-ordinator

Location	Head office, Manchester, with flexible home working
Department	Communications
Reporting to	Head of Marketing and Communications

Hours per week	This is a full-time position (40 hours across five days a week), subject to a successful probation period. This will also involve working occasional evenings for Tutor Trust or external partner events.
Salary	£24,000 per annum
Contract type	Permanent

About Tutor Trust

We're a proudly Northern charity that believes in equity in education. We do our bit to achieve that by partnering with schools and education providers, to enable their young people to work alongside inspiring and motivating tutors – an opportunity they may not otherwise have.

We know that our high-quality tuition helps improve young people's academic attainment, wellbeing, and self-confidence, and supports their personal aspirations.







Over the past four years, we've had an opportunity to reach more young people than we have before through government funding of the National Tutoring Programme. This is now wrapping up and we're at a pivotal moment, ready to engage new school partners, donors, peers in the sector and the new Labour government.

We're looking for a digitally-savvy person to join our communications team to help us on the next steps of our journey.

For further information on Tutor Trust visit [our website](#)

Our values

What we stand for and practise in everything we do at Tutor Trust:

-  We believe in fairness
-  We are passionate about making a difference
-  We are inclusive and supportive
-  We are quality-focused
-  We are ambitious
-  We learn

Benefits of working at Tutor Trust

- Hybrid work model (two (2) days in the office)
- Competitive leave – 33 days per annum (inclusive of Bank Holidays, pro rata)
- Flexible working including Time Off in Lieu (TOIL)
- Health and Wellbeing (Employee Assistance Programme, 24-hour GP service, mental health support and benefits platform, Perkbox)
- Enhanced Family and Sick Leave (after a qualifying period).
- Recognition and Culture (Thanks & Recognition, Highlights, team events)
- Learning and Development (knowledge sharing, staff-led groups)

About this role

You'll work closely with the Head of Marketing and Communications (HoMC) to implement a social media strategy and content plan. You'll focus on the day-to-day coordination of digital channels, creating new content and using metrics and data from development and monitoring of our CRM (Salesforce) to inform and improve your work and that of the wider comms team. You'll also work closely with our Digital Product Manager and external web agency to maintain our website and ensure that our social media and web activity is aligned with the wider digital strategy and digital development.

Duties and responsibilities

Social media

- Develop a content calendar for posting across Tutor Trust's social media platforms that aligns with the wider organisational calendar and communications strategy.
- Create and schedule content from across Tutor Trust for social media platforms: Instagram, LinkedIn, X, and TikTok.
- Respond to all inbound messages on social media channels promptly, forwarding them to relevant colleagues when necessary.
- Use regular analytics reports to assess the impact of social media channels and campaigns and propose improvements.
- Support colleagues across the organisation to optimise their social media profiles and raise the profile of Tutor Trust online.

Website and wider digital presence

- Work with the Digital Product Manager to ensure our social media and web activity is aligned with the wider digital strategy and digital development.
- Contribute to the ongoing digital project, particularly around the areas of user research, web analytics and SEO.
- Work with the HoMC and an external agency to oversee paid ads on Google and Meta to drive tutor recruitment, school recruitment and general brand outreach activities.
- Maintain Tutor Trust's presence on Glassdoor, Indeed, and Google My Business pages to continue boosting our profile and presence.

Creative

- Assist in creating marketing collateral, including printed and digital materials, digital ads, and email communications. Systems include: Canva, Adobe InDesign, Adobe Illustrator, Adobe Photoshop.

The Tutor Trust is committed to safeguarding and promoting the wellbeing of all children and we expect our staff and volunteers to share this commitment. In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced DBS check and two satisfactory references.

Who we're looking for

This role will suit someone who combines creativity with analytical rigour. You will have experience in developing and executing social media campaigns, excellent copywriting and editing skills, and an appetite for understanding and interpreting data from analytics. You should be creative, proactive, and able to work independently as well as part of a team.

Skills

- At least one year of experience in developing and executing successful social media campaigns
- Excellent copywriting and editing skills with impeccable attention to detail
- Strong understanding of various communication channels and platforms, including social media, email, website, and print materials
- Strong understanding of digital marketing, including the use of analytics
- Experience with digital systems – Content Management Systems (we use Drupal), Customer Relationship Management systems (we use Salesforce)
- Knowledge of digital design systems – Canva, Adobe InDesign, Adobe Illustrator, Adobe Photoshop – are desirable but not essential

Attributes

- Strong interpersonal skills and ability to build and maintain relationships with stakeholders
- Ability to work independently and as part of a team, with excellent organisational and time management skills
- Passion for education and addressing educational inequality
- A willingness to work occasional unsociable hours when required
- Willingness to undergo enhanced DBS clearance and be committed to safeguarding children
- Knowledge of the education sector and the North of England is desirable but not essential

To apply

Candidates are required to submit a completed application form outlining how they meet the requirements of the role and why they want the role.

The deadline for applications is 12 August with successful candidates invited to interview w/c 19 August.

Please email your completed application to careers@thetutortrust.org by the date above.

The Tutor Trust is an Equal Opportunities Employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.