

Freelance Account Manager

Key responsibilities include:

- Working within the agreed marketing plan to implement campaign deliverables.
- Managing PR activities, including writing engaging and well-targeted press releases and building relationships with the local media and community groups.
- Conducting competitor and media research and maintaining relevant databases and media lists.
- Coordinating cross-platform social media campaigns.
- Maintaining and updating websites including writing engaging content, managing databases and producing regular e-mail newsletters.
- Producing high-quality copy and creative briefs for marketing materials and liaising with external agencies and printers.
- Planning and managing face-to-face and virtual events
- Working with and adhering to brand guidelines, to ensure all communications produced are in line with the branding.
- Developing and maintaining relationships with key external stakeholders and agencies.
- Keeping a close eye on breaking news within the education sector at all times, identifying opportunities for comment and generating positive coverage.

Person Specification

Essential

Experience

- Previous project management and marketing communications experience
- Experience using a variety of communications channels and the ability to reach different audiences with the appropriate style of communications
- Solid copywriting experience
- A good eye for design
- Full understanding of the print production process
- Thorough understanding of the Internet and social media for marketing
- A high level of computer literacy in Microsoft Office (Excel, Word, PowerPoint, Outlook)

Skills

- Strong administrative and organisational skills
- Exceptional time management skills
- Ability to multi-task
- Ability to work to tight deadlines and react quickly to changing priorities
- Exceptional communication skills
- Ability to work independently or as part of a team
- Excellent level of written and spoken English
- Excellent written and verbal communication skills
- Proven strong attention to detail and exceptional proofreading skills

Personal Attributes

- An engaging and 'can do' attitude
- High energy, drive and a sense of fun
- Open-minded and calm under pressure
- Proactive, demonstrating initiative and enthusiasm
- Confident, articulate and highly professional

Other

- Access to own laptop

Desirable

Experience

- An interest or experience in working in the education sector
- Knowledge of WordPress