

Marketing and Communications Coordinator Job Description

<p><u>Digital Communications and Social Media</u></p> <ul style="list-style-type: none"> • Manage and grow the Hub’s presence on X (Twitter), Blue Sky, LinkedIn, Facebook, and Instagram • Create and schedule engaging content to promote Work Groups, events, and programmes • Highlight the impact of Maths Hub programmes and celebrate school participation • Monitor engagement and adjust strategies to maximise reach. 	<p><u>Content Creation and Marketing Materials</u></p> <ul style="list-style-type: none"> • Design and produce digital and print communications (flyers, brochures, newsletters, social media graphics/videos) • Gather case studies, testimonials, and success stories from Hub staff and Work Group Leads • Support marketing campaigns and impact reports to showcase the Hub’s work.
<p><u>Website Management</u></p> <ul style="list-style-type: none"> • Maintain and update programme information, Work Group dates, and news • Upload resources, announcements, and event details • Support website improvements to enhance navigation and engagement 	<p><u>Marketing Strategy Implementation</u></p> <ul style="list-style-type: none"> • Support delivery of the Hub’s marketing and engagement strategy • Analyse engagement data to track programme uptake and effectiveness • Identify opportunities to increase school outreach and participation
<p><u>CRM and Data Management</u></p> <ul style="list-style-type: none"> • Maintain accurate participant and school records across Hub systems including MHPod, CRM, and internal databases. 	<p><u>Administrative Support</u></p> <ul style="list-style-type: none"> • Manage the Maths Hub inbox, responding to enquiries and directing communications appropriately.

<ul style="list-style-type: none"> ● Ensure consistency and accuracy of programme participation data across platforms. ● Support reporting processes by preparing participation and engagement data. ● Maintain and update mailing lists used for programme communications. 	<ul style="list-style-type: none"> ● Prepare meeting documentation and take accurate minutes where required. ● Provide administrative support to the Programme Manager and Hub leadership team. ● Support the overall operational delivery of Maths Hub programmes and activities.
<p><u>Events & Engagement Support</u></p> <ul style="list-style-type: none"> ● Promote Hub events, conferences, and professional development opportunities ● Organise and manage events, Work Group sessions, and registrations ● Coordinate participant needs (dietary, accessibility, materials) Support event setup, refreshments, room prep, and presenter assistance ● Provide technical support for online/hybrid events ● Liaise with Work Group Leads on materials, IT, and resources ● Collect feedback and evaluations to inform improvements ● Support outreach activities and represent the Hub at engagement events 	

Person Specification - Essential Criteria

Qualifications and Experience

- Experience in a marketing, communications, or administrative role.
- Experience creating content for social media, newsletters, or digital communications.
- Experience organising events or supporting programme delivery.
- Experience with digital marketing tools such as:
 - Canva or Adobe design software
 - Email marketing platforms
- Social media scheduling tools.
- Experience managing website content.

Skills and Knowledge

- Excellent written and verbal communication skills.
- Strong organisational and time management skills.
- Ability to create engaging marketing materials and communications.
- Good working knowledge of Microsoft Office and Google Workspace, including Excel/sheets, Word/Docs, and Forms.
- Ability to analyse engagement data and report on communication effectiveness.
- Strong attention to detail and ability to maintain accurate records.

Personal Qualities

- Creative and proactive approach to communications.
- Strong interpersonal skills and ability to build relationships with schools and partners.
- Ability to work independently and as part of a team.
- Commitment to supporting improvements in mathematics education.
- Alignment with the values and ethos of the London North East Maths Hub.

Desirable Criteria

- Experience working in education, professional development, or a public sector organisation.
- Experience using CRM systems or data management platforms.
- Graduate in a relevant field.