Job Description: Junior Marketing Officer

Reports to: Growth Marketing Manager
Location: Currently operating hybrid working in our West London Office
Contract: Fixed term contract (12 months)
Pattern: Full Time (standard hours 9am – 5.30pm)
Salary: £30,000

About the role:

The Junior Marketing Officer will be responsible for supporting the activities of the Marketing Team, working across functions on a wide range of projects including digital marketing, social media and content creation for Ark. This role reports to the Growth Marketing Manager but will work closely with all members of the team.

Offered on a fixed-term basis, this role provides an excellent opportunity for an early-career candidate to develop their skills and gain hands-on experience in a dynamic, high-performing communications team. The role offers opportunities to develop a broad range of skills across organic and paid marketing campaigns, research and analytics, email marketing, and website development/management.

Key Responsibilities:

- Support Google Ads, Meta and LinkedIn campaign management, including creating assets and adverts
- Contribute to storytelling and brand-building activities through the production of creative video, photography and design assets and written blogs
- Help maintain and improve the quality of Ark websites by testing new features, as well as implementing content and design changes
- Manage email communications and lifecycle campaigns across a range of Ark projects, including writing and building newsletters, maintaining mailing lists and coordinating distribution
- Support the wider events, marketing and recruitment work of the team
- Other responsibilities as reasonably required to support and fulfil the broader role of the Marketing Team

Person Specification:

Qualifications

• Degree level qualification or equivalent experience and skills

Knowledge & Skills

Essential

- Excellent written and verbal communication skills, with the ability to create clear, engaging copy for a range of audiences and channels
- Experience creating engaging visual content for digital marketing campaigns across a range of formats, including filming and editing video, photography, and graphic design
- Strong creative and design skills, with experience in Canva
- Good understanding of digital marketing channels, including social media, email marketing and paid advertising
- Confident adding, editing and maintaining content on websites
- Experience using email marketing platforms to create and distribute campaigns, manage mailing lists and support audience engagement
- Familiarity with key marketing metrics and confidence using data to monitor performance and inform activity
- At least one year's experience working in a marketing, communications or related role, supporting activity across a range of digital and offline channels

Desirable

- Experience setting up and managing organic and paid campaigns across Meta, Google Ads and LinkedIn
- Understanding of HTML and CSS
- Understanding of SEO and GEO principles and how they can be applied to website content

Personal Qualities

- Organised with the ability to work across multiple projects in parallel
- Responds flexibly and positively to unexpected changes or demands
- Demonstrates strong attention to detail and commitment to quality
- Creative, with a good eye for design
- Self-motivated with high accountability for areas of work
- Proactive approach to problem solving
- A fast and willing learner
- Works well both independently and collaboratively within a team
- Willing to occasionally travel to Ark schools and programmes

Other

- Right to work in the UK
- Commitment to equality of opportunity and the safeguarding and welfare of all students
- Willingness to undertake training

- This post is subject to an enhanced DBS check

Ark is committed to safeguarding and promoting the welfare of children and young people in its academies. In order to meet this responsibility, its academies follow a rigorous selection process to discourage and screen out unsuitable applicants.

Ark requires all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment - this will depend upon the nature of the offence(s) and when they occurred. To read more about Ark's safer recruitment process, please click this link.

We aim to build a diverse and inclusive organisation where everyone – staff and students – can do their best work and achieve their full potential. We want to reflect and represent diverse perspectives across our organisation because we know that doing so will make us stronger and more effective. To know more about Ark's diversity and inclusion commitments, please click on this link.