

Job Description

Job Title	Digital Marketing Coordinator		
Directorate or Region	EU	Department/Country	Poland
Location of post	Warsaw	Pay Band	G
Reports to	Head of Marketing and Communications	Duration of job	Initially for 1 year, with possibility of extension

Purpose of job:

- To support business results in the area of English language and Exams, as well as reaching audiences with cultural and educational offer through planning and implementing digital marketing campaigns for British Council Poland and developing, managing, sourcing and promoting quality digital content for a mix of digital channels, including the British Council country website, social media, newsletters, campaigns and targeted partner websites.

Context and environment:

- The British Council is the United Kingdom's international non-profit organization for cultural relations and educational opportunities. For over 75 years, we have created international opportunities and trust between people of the UK and other countries worldwide through our work in the Arts, English, Education and Society. We call this Cultural Relations. We have offices in over 100 countries, and 250 cities.
- The British Council has been in Poland since 1938. We currently have a main office in Warsaw, with a branch office in Krakow, as well as partner schools in Wroclaw and Gdansk, and employ over 100 people. We also have 14 partner examination centres all across Poland. We aim for UK to be Poland's main cultural relations partner and to deliver inspirational experiences to our customers, partners and staff.
- Poland is one of six priority countries in EU region and has ambitious growth targets across the range of our work in English, Arts and Education & Society. As our UK government grant declines we are targeting a range of other sources of income including English language teaching, examinations services, EC funding, corporate partnerships/sponsorship and digital sales. All entrepreneurial activity must deliver to our core charitable mission of building trust between UK and Poland.
- The British Council's values – integrity, professionalism, creativity, valuing people and mutuality - are embedded in all our work.

Responsibilities and main duties:

Editor, writer and developer of our digital platforms (50%)

What the post will do regarding content:

- To lead the Digital Editorial Group for Poland (with representatives drawn from all teams:

English and Exams, Arts, Education and Society) covering all digital channels (e.g. website, Social Media and e-newsletters)

- To help plan for and curate a regular flow of quality content in both English and Polish on various digital channels (e.g. website, social media, internal tools) by agreeing content plans, content sources, frequency of updates, and processes for quality control of content, as well as commissioning internal or external contributors as and when needed
- To write on occasion content for British Council social media platforms and websites.
- To identify global content (both British Council and externally sourced) which can be used in Poland, and to facilitate content produced in Poland (again, by British Council or external sources) being used globally
- To ensure that all of our online and social media content is in accordance with corporate policies and standards, especially Brand Guidelines, complies with data protection legislation and respects the British Council's Equality and Diversity standards.
- Ensure that the content has been SEO optimised
- Working to British Council Digital Standards and Guidelines, to manage the development and maintenance of the British Council Poland web site and associated social media platforms, working with Global and Regional Digital Team and sector teams in Poland to ensure its growth and success.
- To set up or decommission social media platforms as and when needed for British Council Poland, in consultation with the global digital team and in line with guidance and good practice.

Digital marketing, monitoring and evaluation (40%)

- To advise on and identify the best way of incorporating digital into all Poland based marketing campaigns
- To help raise the profile of the British Council digital offer (including applications) through strategic linking with other websites and by advising on other suitable partnerships to pursue.
- Manage e-marketing campaigns
- Plan and implement strategy of working with blogger
- Manage email marketing
- Collect and analyse customer intelligence data and help ensure this audience data drives our digital communications
- Link acquisition and SEO: monitor and develop, including commissioning work to suppliers
- Web analysis
- To advise on suitable targets for reach of our digital work in Poland, and monitor and report back regularly on progress against these targets.

Training, support and professional development (10%)

- To help co-ordinate, and in some cases deliver, digital training for web contributors and other members of staff
- Ensure that all web contributors are trained in writing for the web techniques, editing content, online branding guidelines and photo editing if appropriate.
- To keep abreast of innovation developments and techniques in the area of web marketing and web development.

Key relationships:

Internal: Head of Communications, Senior Management Team (comprised of leaders of all business streams: English and Exams, Arts, Education and Society), Project and business teams in Poland; regional communications team

External: Digital partners, digital audiences (including bloggers), service providers

Other important features or requirements of the job

- Occasional weekend and evening work
- Occasional national and international travel

Please specify any passport/visa and/or nationality requirement.

Legal right to work in Poland

Please indicate if any security or legal checks are required for this role.

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	<p>Creating shared purpose <i>(More demanding)</i> Creating energy and clarity so that people want to work purposefully together</p> <p>Connecting with others <i>(Essential)</i> Making regular opportunities to understand others better</p> <p>Working together <i>(More demanding)</i> Ensuring that others benefit as well as me</p> <p>Being accountable <i>(Essential)</i> Delivering my best work in order to meet my commitments</p> <p>Making it happen <i>(More demanding)</i> Challenging myself and others to deliver and measure better results</p> <p>Shaping the future <i>(Essential)</i> Looking for ways in which we can do things better</p>		<p>Interview</p> <p>Not assessed during recruitment</p> <p>Interview</p> <p>Not assessed during recruitment</p> <p>Interview</p> <p>Not assessed during recruitment</p>
Skills and Knowledge	<p>Communications Skills – Level 3</p> <ul style="list-style-type: none"> Understanding purpose Manages a communications programme to deliver corporate and business objectives Understanding the audience Uses market research techniques to improve understanding of an audience's communications preferences and needs (now and in the future) Understanding tools and media Assesses potential of new and existing communications tools/media 		Short listing & Interview

