

Job Description

Digital Marketing Executive October 2025

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Purpose and Values

Purpose

<p>Our purpose is:</p> <p>Breaking down barriers together.</p>

Values

<p>Our values are:</p> <p>Dare to be different</p> <p>Make it happen</p> <p>Don't be mean</p>
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About the Post

We are a higher education provider, regulated by the Office for Students, and we deliver undergraduate degrees in Accounting, Business and Law.

We pride ourselves on providing disadvantaged and underrepresented students with access to a transformative higher education experience. We recruit students that have the potential, attitude and aspiration to succeed. This is key to us fulfilling our broader vision of offering students from all backgrounds the opportunity to define and pursue success through education.

The Marketing and Communications Team works effectively with the support of agencies. Employees are expected to fulfill a wide variety of tasks covering all the Marcoms disciplines.

The Digital Marketing Executive will be responsible for:

- Develop and deliver digital strategies that support student recruitment and brand awareness.
- Manage content and campaigns across multiple digital channels, including social media, website, email, SEO/SEM, and paid advertising.
- Create and optimise engaging content that reflects our values and supports prospective students.
- Monitor and analyse digital performance, providing insights to improve reach and engagement.
- Collaborate with colleagues and external agencies to ensure a consistent digital presence (Bloomsbury Radio & Spotify).
- Managing and growing the Digital Ambassador (Unibuddy) programme, ensuring ambassadors are engaged, trained, and aligned with marketing goals.

Job Description

Job Title:	Digital Marketing Executive
Salary:	Grade 1: £27,180 - £37,680 per annum
Contract:	Permanent
Hours of Work:	37.5 hours per week Monday to Friday 08.00 to 18.00 [Non-contractual flexible working scheme applies] Additional work may be required outside of the normal working hours without additional pay
Working from home:	The postholder is required to be on-site. Flexible / Hybrid working is available at the discretion of the manager and ongoing arrangements will be worked out to reflect optimal attainment of our business goals
Holidays (Paid):	25 days (some of which to be taken during Christmas/New Year shut down), plus public holidays
Pension:	Contributory pension scheme Full details are available from the Finance Department
Main purpose of the role:	To act as Bloomsbury Institute's Digital Marketing Executive
Duties will include:	
<ul style="list-style-type: none">• Supporting the development and implementation of marketing and communications (internal and external)• Working with agencies to support continuous improvement of the website, content and digital platforms• Supporting the development of the Institute's social media channels, monitoring, and reporting• Supporting Student Recruitment and Admissions in conversion activities	
Reporting to:	Marketing Manager
Location:	7 Bedford Square, London WC1B 3RA

Main Tasks

- Lead the development and execution of digital marketing strategies across social media, website, email, SEO/SEM, and other digital channels to drive engagement, brand awareness, and student recruitment.
- Manage the Digital Ambassador (Unibuddy) programme, including recruiting, briefing, and supporting student ambassadors to ensure effective peer-to-peer engagement and authentic student experiences.
- Monitor and analyse digital performance using tools such as Google Analytics and social media management platforms, using data insights to refine strategy and enhance engagement.
- Create, curate, and distribute high-quality digital content, including social media posts, website updates, videos, podcasts, and interactive media, using tools such as Adobe Creative Suite and Canva.
- Stay up to date with digital and social media trends (Instagram, Twitter/X, Facebook, LinkedIn, TikTok), including best practices for event promotion and audience engagement.
- Support website content management and digital campaigns, ensuring alignment with overall marketing objectives.
- Understand and apply user behaviour insights to engage audiences before, during, and after events, maximising reach and participation.
- Maintain awareness of national trends and developments affecting progression to higher education, integrating this knowledge into continuous improvement of the prospective student journey.
- Represent Bloomsbury Institute in external forums, conferences, and workshops, identifying and sharing good practice from other higher education institutions.
- Collaborate with internal stakeholders to ensure alignment of marketing activities with institutional goals.
- Support the Marketing Manager in promoting equality, diversity, and inclusion in all marketing activities, and ensure compliance with relevant legislation. Comply with Data Protection Act 2018, GDPR, and Accessibility requirements in all working practices maintaining confidentiality, integrity, availability, accessibility, accuracy, currency and security of information as appropriate.
- Undertake such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with the grade, and undertake any other tasks as directed by the Line Manager (or nominee).

The above is not an exhaustive list of tasks as the role may change to meet the Institute's overall objectives. These tasks are subject to amendment over time as priorities and requirements evolve and as such the job description may be amended at any time by the line manager following discussion with the postholder.

Person specification

Essential criteria [i.e. the criteria that an applicant must satisfy]

Qualifications

- Undergraduate degree or equivalent.

Experience and attributes

- A good understanding of the UK student recruitment market for both undergraduate and postgraduate study
- A good understanding of the UG and PG student recruitment journey
- A demonstrable understanding of digital marketing, market research, CRM, Content Management Systems (CMS) and Search Engine Optimisation (SEO) is also required.
- Experience of creating marketing collateral and content assets for marketing acquisition campaigns.
- A good understanding of the barriers to accessing higher education for underrepresented groups
- Experience of working across the boundaries of business areas to deliver projects
- Experience of developing positive relationships with internal and external stakeholders
- Experience in FE/HE marketing, and or a related commercial area
- Experience of a range of social media
- Experience of internal and external communications for a matrix organisation

Essential Relevant Skills / Aptitudes

- A degree in Marketing, Communications, or a related field (or equivalent work experience).
- Strong understanding of digital marketing principles and social media platforms.
- Proficiency in a range of ICT packages, including Adobe Creative Cloud and/or Canva, with strong design skills for creating engaging visual content
- Basic knowledge of SEO, Google Analytics, and email marketing tools.
- Excellent written and verbal communication skills.
- Creativity and the ability to generate engaging content.
- Ability to work independently and as part of a team.

- Strong organisational and time management skills.
- A positive solution orientated approach to challenge solving

Personal qualities

- Welcoming and hospitable attitude
- Ability to own and find solutions to problems
- Creative but practical – able to turn ideas into reality
- Commitment to living the Institute's values
- Enthusiasm and empathy for the Institute's vision and mission
- Genuine commitment to equal opportunities, widening participation, and the Institute's Inclusive Learning Environment

Special Requirements

- Able to work evenings and weekends with advance notice to support Institute events and external events/activities

Desirable criteria [i.e. the criteria that it is desirable (but not essential) that an applicant should satisfy]

Desirable Education / Training

- Higher Degree Or relevant professional qualification at undergraduate level (Chartered where appropriate) in Marketing or Communications

Desirable Relevant Experience

- Experience of managing student ambassador schemes
- Experience managing an organisations online presence (social media)
- Understanding of marketing principles utilised in student recruitment
- Experience of event management

Desirable Skills/Aptitudes

- Ability to use CRM systems

Desirable Personal qualities

- No additional qualities specified

Guaranteed Interview Scheme for applicants with a disability and other related information

We actively encourage applications from persons with a disability. If an applicant with a disability meets the essential criteria for the job (as set out within the Person Specification), they will be provided with the opportunity to demonstrate their abilities at an interview under our Guaranteed Interview Scheme.

In order to request a guaranteed interview, to obtain documentation in a different format, to ask for support or to discuss any issues around reasonable adjustments, in the first instance, please contact Antony Charles, Head of People and Development at antony.charles@bil.ac.uk.

Please refer to our Staff Recruitment and Development Policy for further information.