



## **Digital Marketing Lead - Pestalozzi International**

**Salary:** Starting £27,000

**Contract:** Permanent Full Time

**Reporting to:** Fundraising Manager

**Location:** Crawley, West Sussex (Hybrid working available)

**Main responsibilities:** Social media, graphic design, website

### **The role:**

Pestalozzi International is going through an exciting period of transformation and this is a new role within the organisation working closely with the Marketing Lead. Your role will take two forms, one will be to manage our social media, maintaining our brand and voice across our social media channels, and providing timely reporting. The other side will be to support the whole team with designing premium quality marketing materials, graphics for our website and printed/emailed materials.

You will need to be highly creative to develop our voice on these social channels and to capture attention with impactful and engaging communications. You will support our community growth, engaging with internal and external stakeholders, building our online community of Alumni and inspiring new and existing supporters to engage further.

This position will also support our overseas partners, helping to develop their capacities and contributing to the life-changing programmes our charity supports.

### **Main duties/responsibilities:**

- Responsible for our social media outputs over LinkedIn, Instagram, Facebook and YouTube.
- Produce regular metrics and reporting on social media and digital engagement.
- Produce digital content such as brochures, fundraising documents, emails.
- Graphic design of marketing and fundraising materials and presentations as requested by other team members.
- Design and distribution of digital and printed supporter newsletters.
- Graphic design of Impact Reports and Annual Review.
- Social media outputs, website content creation, particularly around our Alumni audience, promoting Alumni reunions/key dates.

# Pestalozzi International

*To nurture and develop*

- Manage our library of photography and video content.
- Update the website.
- Liaise with teams across the globe to gather impactful content.
- Work in collaboration with the Marketing Lead and Fundraising team to develop digital and social media campaigns to maximise engagement of new and existing supporters.
- Update programme materials to improve relevance of the educational content.

## **Person Specification:**

The successful candidate will be a highly engaged and dynamic individual who believes in the work we do and wants to let the world know. They will be bursting with ideas and excited by our vision and desire to work in the charity sector.

They will be able to clearly demonstrate the following experience and attributes:

### Essential:

- Evidence of running creative and impactful social media campaigns on mentioned platforms
- Evidence of graphic design competency - good knowledge of Canva, Adobe Creative Suite products such as Illustrator, InDesign and Photoshop. (Or preferred programme)
- Experience using Microsoft Office (Word, Excel, PowerPoint, PDF editor, use of collaborative docs, etc), Google workspace, Hootsuite or other similar scheduling software
- Strong organisational skills and a collaborative approach to working
- Meticulous eye for detail, especially with written content
- Able to communicate and respect diverse teams with a genuine, down-to-earth nature
  
- Must be eligible to work in the UK

### Desirable:

- Good understanding of advertising on social platforms
- Video editing experience
- Capable of static and ideally animation design
- Use of WordPress, Wix, Squarespace or similar web software
- Third sector experience
- Happy to travel internationally to remote countries