



Senior Programme Communications and Marketing Officer

Full time, permanent contract

The Sutton Trust is a foundation committed to improving social mobility in the UK. Our work is focused on improving social mobility through education opportunities. We want to level the playing field for young people from low and middle income backgrounds so that they have a fair chance of accessing leading universities, apprenticeships and jobs.

We do this through:

- **Evidence based programmes:** Our programmes support 8,000 young people each year, boosting their aspirations and helping them to make informed decisions about their next steps.
- **Research:** Our research identifies the root causes of education inequality and promotes effective solutions to combat them.
- **Policy advocacy:** Our advocacy work makes sure social mobility stays at the top of the political agenda and is reflected in national policy debates.

This new role will work across the programmes team supporting the recruitment of participants to Sutton Trust programmes and their continued engagement with us. The primary audiences for the role are students, mainly aged 16-18, schools and teachers. Other key audiences include parents, universities and our alumni community. The role will be responsible for delivering programme marketing and communication activities, including coordinating, writing, designing, and evaluating communications across physical, digital, and social media formats. You will work on cross team projects including promoting the Sutton Trust in schools, supporting programme leads with student communications and engagement and lead on projects such as the build of a new microsite for our programmes. This role is based in the Programmes team but will work closely with the Communications team to ensure consistency in brand across the Sutton Trust's outputs.

We are looking for someone with a flair for writing engaging copy and design, a good understanding of marketing to and communicating with young people and others in education settings, and strong planning and interpersonal skills to work across the team.

Main duties

Marketing and engagement

- Work with Programme Managers to support the recruitment of students and teachers to Sutton Trust programmes
- Coordinate digital and physical communication needs across the programmes team to build a comms plan by audience type
- Write engaging copy for digital and physical communications and assets to increase engagement with programmes
- Work with the Schools Engagement Manager on the delivery of our strategy to reach more schools and students
- Lead on the creation or commissioning of new programme promotional collateral and assets
- Undertake research and analysis to understand the needs and preferences of our target groups (students, teachers, parents and programme partners) to refine and improve our marketing and communications outputs



Web and social media

- Ensure programme information on the Sutton Trust website and associated microsites is up to date
- Lead on the delivery of a new programmes' microsite
- Collaborate with Digital Communications Officer and Director of Communications to ensure consistent branding across website and social media outputs
- Collaborate with Digital Communications Officer to plan, design and create innovative and engaging programmes content across social media platforms to maximise impact
- Contribute to ideas for and delivery of video projects as required

Other

- Keep abreast of digital developments, providing expertise to the wider organisation
- Work with the team to suggest improvements to our marketing and communications strategy
- Other duties as necessary from time to time

Person Specification

We welcome applications from individuals who have:

- Experience writing copy in a range of formats and for a range of audiences
- Experience of executing successful email communication campaigns using email marketing software
- Experience of using social media platforms to promote programmes, events, and opportunities
- Experience of coordinating and collaborating across teams
- A good understanding of design software (Photoshop, InDesign, Illustrator or Canva) and creative design or marketing ideas
- The ability to think critically and strategically about our marketing and communications output

We are looking for an individual who:

- Is sympathetic to the aims of the Trust and its mission to improve social mobility in the UK
- Has an interest in the education or not for profit sectors
- Has a high degree of enthusiasm and a desire to learn and gain new experiences
- Demonstrates good initiative and the ability to take responsibility for small projects
- Is able to plan and prioritise their workload
- Has an eye for detail
- Is eligible to work in the UK*

Terms of Appointment

- Salary: £29,000 per annum
- Contract: Full time, permanent
- Working location: Minimum of 2 office days per week
- Office location: The Sutton Trust, 9th Floor, Millbank Tower, 21-24 Millbank, London, SW1P 4QP.
- Hours: The standard working hours are 9am to 5pm, Monday to Friday and may also be required to attend events / meetings outside of their normal working hours during weekday evenings and occasionally at weekends
- Annual leave: 27 days per annum plus bank holidays
- DBS check will be required



- Additional: The successful candidate will be invited to join the Sutton Trust's contributory pension scheme (subject to the conditions of the scheme) which includes a 6% employer pension contribution
- Life assurance cover
- Enhanced maternity, paternity, adoption and shared parental leave pay (conditions apply)
- Hybrid and Home Working and Flexible Working policies
- Confidential Employee Assistance Programme
- Other benefits include a Cycle to Work scheme, Season ticket loans and an employee discount scheme.

Safeguarding statement

The Sutton Trust believes that a child, young person or vulnerable adult should never experience abuse of any kind. We all have a responsibility to promote the welfare of all children and young people and to keep them safe. Therefore all posts undergo a safer recruitment process, including but not limited to, disclosure of criminal records where necessary and eligibility to work in the UK. We have procedures in place to promote safeguarding and a safe culture at the Trust.

To apply

Please download the candidate application pack from our website, complete the application form, and submit it to jobs@suttontrust.com.

The applicant pack includes:

- Job description and person specification
- Application form
- [Equal Opportunities Monitoring form](#) (optional)

Applications should reach us by **9:00am on Monday 23rd May**, with first round interviews to be held online on **Thursday 26th May** and second round interviews to be held on **Monday 30th May** in our London offices. Unfortunately, due to the large number of applications we receive, we will not be able to provide feedback to candidates who are not invited to interview.

Please state your name and the role you are applying for in the subject line of the email, and it would also be greatly appreciated if you could note where you saw this job advertised.

"The Trust is committed to ensuring equality of opportunity and that all applicants receive equal consideration for employment. We strongly encourage individuals from all backgrounds, including those underrepresented at present at the Trust, to apply for this role and recognise the value that diversity brings to our work."

James Turner, Chief Executive

If you require any materials in an alternative format, or have any questions, please get in contact with us on jobs@suttontrust.com.

Any information you provide as part of your application will be treated as confidential and managed in accordance with relevant data protection legislation and guidance. Our privacy statement can be found [here](#).

*Please note that we are unfortunately not a licensed visa sponsor.