

## Job Description: Communications Administrator

**Reports to:** Senior Marketing Manager

**Location:** Currently operating hybrid working in our West London Office

**Contract:** FTC (3 years funded post, with potential to become permanent)

**Pattern:** Full Time (standard hours 9am – 5.30pm but would consider part time hours for the right candidate)

**Salary:** £27,100 to £28,000 (depending on experience)

### About the role:

The Communications Administrator is a new role in Ark's Communications team, reporting to the Senior Marketing Manager. It presents an exciting opportunity for an early-career candidate to develop their administrative and communications skills while working to establish a new brand and build a member community.

The Communications Administrator will support member engagement and will be the first port of call for enquiries. They will play a vital part in scaling up our ability to deliver an excellent delegate experience at events, as well as increasing engagement through social media, newsletters and other communication channels.

We are looking for a Communications Administrator who will be organised and able to manage multiple priorities, with a focus on customer service to both internal and external stakeholders.

### Key Responsibilities:

- Acting as first point of call for membership enquiries
- Administration of new and existing memberships
- Accurate and timely maintenance of contact lists and records in the Customer Relationship Management (CRM) platform
- Event administration – planning and support (including an expectation that this person will be available for events outside of normal office hours)
- Creation of newsletters and email campaigns to support continued member engagement
- Website updates ensuring information about events and membership remains compelling, up to date and easy to navigate
- Delivering on the EdCity marketing strategy through social media posts
- Responsibility for regular reporting of membership enquiries and sign-ups, as well as events

## Person Specification: Communications Administrator

### Knowledge & Skills

- Two years of experience working in administration, marketing, events or communications, or a related field
- Experience using a Customer Relationship Management (CRM) tool (preferred)
- Experience using Mailchimp, LinkedIn and other digital marketing platforms
- An excellent communicator with strong written and verbal skills

### Personal Qualities

- Confidence to build and maintain effective relationships with a wide range of people from inside and outside of Ark
- Committed to providing high-quality customer service
- High level of attention to detail
- Strong ability to manage and analyse data
- A results-driven mindset, with a collaborative approach and a willingness to contribute to the team's success
- Strong alignment to Ark's mission

### 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](#).*