



# Why Join the Twinkl Team?

Love what you do? We are looking for creative people to do what they do best. This is your chance to join a friendly and passionate team that really cares about making a difference to the lives of teachers and children around the world.

## What Do We Offer?

- Well-being workshops
- Free lunch monthly and healthy snacks
- An awesome office and social space
- Team socials every month
- Opportunities for progression and change
- A friendly, supportive atmosphere
- The chance to make a difference around the world



# Twinkl Application Pack

## Who We Are Looking For

We are a friendly bunch and want someone who is passionate about their work, but will also fit in with the team. You should have a hard work ethic, good sense of humour and the ability to communicate with people appropriately.

## About Twinkl

Twinkl is the world's largest provider of high quality, printable, primary teaching resources. Twinkl is now used by the majority of UK primary schools and is also widely used around the world. As such, we're a high volume site with global aspirations and are now looking for a new team member to help us push forward!

## How to Apply

Please submit your CV & covering letter via the "Submit application" button on the careers page.

Within your covering letter (1 A4 page) please refer to the Person Specification in detail and wow us with your abilities.

*A note about portfolios.* If you are applying for a creative job it would help us if you sent a single PDF version of your portfolio or a link to your online portfolio. Please don't send multiple attachments or large zip files. Thank you!

## What We Offer

- A chance to become part of a global and quickly expanding business which is at the top of its market.
- The opportunity to have personal input into the business; help develop the vision & direction of the site and its products.
- A space to train and learn new things; you get to decide where you want to develop your skills and we help you achieve.
- A really great office space to work in.
- An incremental holiday scheme.
- Regular team socials throughout the year.
- Annual team events.
- Tea, coffee, fresh fruit & snacks!
- A chance to work with a really nice bunch of people!

## Any Questions?

We would love to hear from you! Please get in touch with our team at [careers@twinkl.co.uk](mailto:careers@twinkl.co.uk).

*Please note;* all successful applicants will be subject to a standard disclosure check and appointments are subject to a probationary period.

Twinkl is working to be an equal opportunities employer and welcomes diversity in our workforce.



## Our Purpose and Values

*We believe in transforming lives through beautiful design.*

### Trust

We believe that people work best when there is a foundation of trust.

- Our users mean everything to us. We want our users to be able to trust us completely, in everything we do.
- We strive to nurture one another's abilities, talent and confidence as well as our own - encouraging progression in each other.
- We understand the need to communicate effectively with our community, and with each other.

### Ownership

We create the best possible products for our users and understand just how important the quality of our work is.

- We always aim to exceed expectations, in all areas of our work.
- We accept personal accountability to meet business needs, improve our systems and help others improve their effectiveness.
- We all take responsibility, treating the Company's assets as our own and behaving with the Company's long-term success in mind.
- We care passionately about making a difference in the lives of our users and we know that this will reflect into lives all around the world.

### Innovation

We are passionate about continually developing materials that make a real difference to lives around the world.

- We consistently find ways to disrupt our business model and products.
- We constantly ask 'why not?'
- We have a healthy dissatisfaction with the status quo.
- We have a compelling desire to improve, and to achieve, for our users.

### Integrity

We always try to do the right thing.

- We always tell the truth and we take responsibility for our actions, understanding the importance of the service we provide.
- We respect our colleagues, suppliers and users, and treat them as we want to be treated.
- We are honest and straightforward with each other.
- We uphold the purpose, values and principles of Twinkl in every action and decision.

### Leadership

We have a clear vision of where we are going and lead in the markets we serve.

- We are all leaders in our area of responsibility, with a deep commitment to delivering leadership results.
- We understand the importance of actively serving our users.
- We focus our resources to achieve market leading objectives and strategies.
- We appreciate the need for constant and meaningful communication to drive innovation and improvement to our products and service.

### Loveliness

Loveliness makes Twinkl the special place it is.

- We love what we do, take pride in our work and have fun.
- We understand the power of positivity and make the most of each and every day.
- Everything we do, it is made that bit more special because we live our motto: **Be Lovely!**

# Head of Marketing

*Location:* Twinkl HQ

*Salary:* Dependant on experience

*Hours:* 37.5 hours/week (including school holidays)

*Contract:* Permanent

*Suitable for Job Share:* No

You will have a thorough understanding of marketing principles as well as being hugely active on social media with lots of ideas for how to spread the word about Twinkl. You will co-ordinate our marketing campaign, keep a close eye on objectives, ROI and be a first-class organiser. You will be used to meeting KPIs, and have previous experience of working on successful marketing campaigns. A team player, you'll work really well with others and show flexibility in your approach at all times.

Key Responsibilities:

- To manage the development and implement targeted marketing campaigns
- To assess the impact of the company's marketing activities
- To work with the sales team to develop marketing and sales funnels
- To establish and communicate the value of a Twinkl subscription to educators

Core Skills:

- Solid experience of working on successful marketing campaigns from conception to delivery
- To be able to think creatively and inspire others
- Be proactive and seek out opportunities and partnerships
- An understanding of the market
- Excellent understanding of social media, current trends and what works well
- Excellent understanding of digital marketing and social media principles
- Proficient use of Microsoft Word and emailing software
- Excellent communication skills
- Able to work under own initiative with good attention to detail
- Ability to report strategic information to the board and rest of the Executive Team

Beneficial but not essential:

- Understanding and knowledge of blogging communities
- Experience of running Facebook livestream events
- Experience of running Twitter parties/events
- Experience of copy writing
- PR background either agency or in-house

Soft Skills:

- Is good fun to be with and has the ability to communicate well with others
- Is organised, able to work to deadlines, and manages time effectively
- Is able to communicate with colleagues and our external partners effectively, both written and verbally
- Has a hard work ethic, is passionate, driven and loves what they do
- Is honest, trustworthy and reliable
- Produces quality work and is ready to learn new skills