

Marketing & Communications Manager, Eaquals

About Eaquals

Eaquals is an international non-profit association that fosters excellence in language education across the world. Our members – organisations and institutions involved in the teaching and learning of all languages – pursue the highest standards.

Eaquals was founded in 1991 and has become the leading professional association for language education. We are experts in accreditation, quality assurance and management training for the language sector. At the latest count, our accredited members were teaching more than 25 languages in over 30 countries.

Post details

The Marketing & Communications Manager will deliver a range of marketing activities and develop and oversee all communication activities for Eaquals. Key responsibilities will include:

- Promoting a professional image of the association at all times representing the Eaquals brand and membership.
- Building Eaquals brand awareness and positioning in the international education accreditation sector.
- Planning and execution of membership growth in line with Eaquals Strategy through development and implementation of marketing campaigns and activities and management of enquiries.
- Developing marketing and branding materials in line with annual budget.
- Developing communication activities for use in marketing campaigns.
- Developing a social media strategy using all relevant platforms: website, Facebook, Twitter, LinkedIn and Eaquals Blog etc.
- Supporting social media presence e.g. Twitter, Facebook, YouTube, Instagram, LinkedIn and Eaquals Blog.
- Managing and optimising SEO activities for the website and track web traffic using Google Analytics.
- Building positive relationships with all stakeholders through regular marketing campaigns and communication updates.
- Attending educational fairs with timely follow up.
- Ensuring engagement with forums connected to related one-off events or conferences – whether attending or not.

Reports to Executive Director

Experience and skills

Essential	Desirable
Demonstrable marketing experience – highly commercial, target-oriented and result-driven	Experience in a similar marketing role
Competence in written and spoken English as well as competence in second and/or third language	Experience in the international education industry
Familiarity with CMS for internal and external communications	Knowledge of international accreditation schemes
Experience of promoting social media e.g. Facebook, Twitter, YouTube, Instagram, LinkedIn	Experience in website development and/or management



Ability to communicate clearly and effectively in all communication contexts	
Excellent organisation skills, attention to detail and ability to meet deadlines	
Ability to work independently and liaise with colleagues and members globally	

Terms and conditions

- Full-time 40hrs/week, Monday-Friday
- Start date: 1st October 2022
- Salary: €30,000
- Location: successful applicant will work from home or their own offices using their own facilities and equipment.
- Applicant must be available to attend annual 3-day conference taking place in April each year.

CV (max. 3 pages) and cover letter to director@eaquals.org by 12.00pm on 13th June 2022.

First round interviews will be held week online during period 27 June 2022 – 8 July 2022.

Please note that only shortlisted applicants will be contacted for interview.