

Digital Marketing Specialist

Full-time | Office-Based in Gateshead

£30,000 per annum, Pension, Perks & Up to 37 Days Holiday (inc. Bank Holidays)

Join a Company That's Driving Change in Education Technology

At LexiaUK, we're proud to support thousands of schools across the UK with evidence-based literacy solutions that transform learning outcomes. As a trusted reseller of Lexia® reading software, we work directly with educators to close reading gaps, raise attainment, and empower every learner to succeed. Our small, dedicated team is passionate about education—and we're looking for a Digital Marketing Specialist who shares that passion and can help us grow our impact.

What You'll Be Doing

As our Digital Marketing Specialist, you'll be responsible for the technical delivery and execution of marketing campaigns that connect schools with the tools they need to improve literacy. From automation and tagging to website optimisation and paid advertising, you'll ensure our campaigns are efficient, data-driven, and aligned with our brand. You'll also contribute to creative projects, including video content, brochures, and referral campaigns—helping us maintain a consistent, professional presence across all channels.

- Build and manage automated marketing workflows using dynamic triggers and segmentation.
- Implement tagging strategies to track engagement and optimise lead nurturing.
- Support the delivery of targeted campaigns such as referrals, CPD promotions, and retention initiatives.
- Maintain and update the company website, including building new pages and optimising for SEO.
- Ensure content is accessible, up-to-date, and aligned with campaign goals.
- Produce regular reports on campaign performance, website traffic, and paid ad ROI.
- Use data insights to refine strategies and improve outcomes.
- Plan, execute, and optimise paid ad campaigns (Google Ads, display, retargeting).
- Monitor budgets and performance to maximise return on investment.
- Ensure brand consistency across all digital and print materials.
- Design and produce marketing assets including brochures, leaflets, and digital graphics.
- Support the creation of video content, including scripting and coordinating video testimonials.

What You'll Bring

We're looking for someone who's:

- Proven experience in digital marketing, with a strong focus on technical execution.
- Hands-on experience with marketing automation platforms and CRM systems.
- Proficiency in website CMS (e.g., WordPress), SEO best practices, and Google Analytics.
- Experience managing paid ad campaigns (Google Ads, display, retargeting).
- Basic graphic design skills (e.g., Canva, Adobe Creative Suite).
- Strong written communication and attention to detail.
- Ability to manage multiple projects and meet deadlines.

Bonus Points If You Have

- Familiarity with the UK education sector and school marketing.
- Experience producing video content and testimonials.
- Understanding of accessibility and inclusive design principles.

The Perks

- Up to 37 days' holiday including Bank Holidays (**holidays to be taken in Gateshead school terms**)
- Access to Health Shield, Private Dental & Medical Insurance
- Perkbox employee discounts & wellbeing platform
- Company pension
- Regular company events
- Office with stunning views, just minutes from public transport and amenities
- A chance to make a real impact in education.
- A supportive, collaborative team environment.
- Opportunities to grow your skills across both technical and creative areas.

What You'll Need

- Degree Educated or Equivalent Marketing Qualification
- Confident working on video platforms (e.g. Microsoft Teams)
- Eligible to work in the UK
- Subject to enhanced DBS check due to work with schools

Ready to Make a Difference?

If this sounds like your kind of role, we'd love to hear from you. Please apply with your CV and a tailored cover letter telling us why you'd be a great fit for LexiaUK.

- Monday to Friday, 8-hour shifts
- No weekend work
- Office-based in Gateshead (please ensure you can reliably commute or relocate)
- Holidays must be taken outside of school term time
- Enhanced DBS check required (we'll cover this)