Job Title: Digital Marketing Executive
Contract type: Full time
Salary: £30,500
Location: Hybrid (based in London head office and home-working)
Start date: As soon as possible

Can you help us to help schools and students thrive?

COBIS is the largest and most influential association for British international schools overseas – committed to school improvement, and to helping schools and students thrive. We exist to serve, support and represent member schools, and to influence and promote the export of world class British education worldwide, guided by the principles of collaboration, inclusivity and ambition.

COBIS' mission is to **support and empower** all British international schools in their provision of high-quality education. After a period of recent growth, COBIS is set to expand further to reach more schools and organisations around the world. This role will be supporting the delivery of a high-quality digital marketing and communications strategy to help COBIS meet its vision of reaching and connecting all British international schools.

If you are looking to work with inspiring, diverse, dynamic school communities from around the world, as part of a supportive, hard-working team, we want to hear from you.

Our Values

COBIS offers a flexible and supportive working environment, a commitment to staff wellbeing including an evolving range of benefits, and opportunities for professional and personal development. By joining the COBIS team, you join an organisation with clear commitments to safeguarding, wellbeing, staff development, diversity, equity and inclusion, supporting children and young people, sustainability, and being socially accountable and conscious of the impact of our organisation and network.

About COBIS

COBIS is an innovative and active global membership organisation for international British schools overseas. We represent more than 350 high-quality British international schools in 87 countries worldwide and more than 195 commercial organisations. The COBIS network is a dynamic and forward-thinking group of schools and companies, committed to raising standards of education around the world. COBIS represents and supports its member schools through a wide range of services and activities including professional development, quality assurance, student competitions, safeguarding and networking.

To find out more about the work of COBIS and the full range of services and support we offer, please visit www.cobis.org.uk.

How to Apply

In addition to a CV, we ask for a brief covering letter. This is your chance to tell us more about yourself, why you are interested in the role and how you would make an impact at COBIS. **Closing date: 17:00 GMT, 11 November 2026**

Job Title: Digital Marketing Executive

Responsible to: Marketing & Communications Manager

Job Purpose:

As we continue to grow, both in membership and in the range of services we offer, COBIS is seeking an experienced Digital Marketing Executive to support and enhance the performance of COBIS's digital channels, driving audience growth, website traffic, engagement and brand awareness through SEO, social media, digital campaigns, content optimisation and data-driven marketing and communications.

You will play a crucial role in supporting the growth of COBIS by supporting the delivery of a forward-thinking digital marketing and communications strategy, focused on increasing awareness of COBIS, strengthening engagement with our services, generating new enquiries and expanding our reach among prospective schools and partners. You will coordinate the planning, and delivery of COBIS's social media activity, overseeing the social media content calendar, channel performance, audience growth and campaign delivery across all platforms. You will ensure content is effectively adapted, distributed and optimised to maximise reach, engagement and impact.

Working across digital content, social media, SEO, website management and email marketing, you will help deliver our vision to reach and connect of all British international school communities worldwide, enabling them to develop students who will have a positive impact on society.

Duties and Responsibilities:

Supporting member engagement and service promotion

- Support engagement initiatives and awareness-raising communications to ensure COBIS members and associates are gaining full value from their membership or subscription
- Monitor and optimise campaign performance, recommending improvements based on data and audience insights.
- Grow and enhance COBIS's presence across social media platforms by supporting the delivery of channel strategies, optimising content performance, identifying audience growth opportunities and supporting the effective distribution of content across digital channels
- Coordinate the COBIS social media content calendar, planning and scheduling activity across all platforms ensuring content is effectively adapted, distributed and optimised to maximise reach, engagement and impact, while supporting audience growth and engagement objectives.
- Support the Marketing & Communications Manager with implementation of paid campaigns, including feedback on performance

Growth-focussed marketing and communications

- Implement growth-focussed digital marketing activity that increases website traffic, enquiry generation, event participation and service uptake, all of which will support COBIS's strategic objectives and enhances recognition globally
- Identify opportunities to attract and nurture new audiences through digital channels and marketing automation
- Deliver campaigns to support the promotion and growth of the new Associate Network subscription
- Plan and deliver effective cross-channel marketing campaigns for COBIS services including CPD, student events, accreditation and safeguarding to increase uptake by members and non-members

Website and search optimisation

- Support ongoing optimisation of the COBIS website to improve user experience, boost organic traffic, and increase enquires
- Implement SEO strategies to ensure COBIS ranks highly in relevant searches
- Continuously monitor website analytics to track performance and improve engagement
- Support the Marketing & Communications Manager with Google Analytics reporting and related actions to improve website performance
- Work with the Marketing & Communications Executive to optimise published content for search performance
- Monitor emerging AI search and content discovery trends, recommend appropriate actions and support implementation

Content and brand communications

- Collaborate with internal teams, the Communications Executive and the wider COBIS network to develop, adapt, optimise and distribute high-quality, engaging digital content, including webinars, blogs, case studies, and video content, ensuring content is tailored for different channels and audiences.
- Repurpose content across multiple channels and formats, including website, email marketing, social media, video and digital campaigns to maximise audient reach and engagement
- Ensure content reaches key audiences, promotes member benefits, and encourages wider participation in events, training, and other services.
- Collaborate with the Membership team to produce collateral to support membership activity
- Work with the Membership team to support the promotion of live engagement events, including in-region networking, school visits, conference attendance/participation etc.

Data and analytics

- Provide analysis of website, social media, email marketing and campaign performance data, including recommendations to improve engagement, lead generation and conversion.
- Identify longer-term audience, behavioural and market trends across digital channels, using insights that can inform strategies to support COBIS's growth and member retention.
- Provide regular reports on digital marketing performance, focusing on how campaigns contribute to growth objectives such as membership engagement, expansion, brand awareness, and event participation.
- Ensure data is up to date in COBIS's CRM and relevant contact and interactions data is logged

Collaboration

- Work closely with the Marketing and Communications Manager to ensure digital marketing activities are aligned with COBIS's broader strategic objectives
- Work closely with the Membership team to support initiatives aimed at increasing the organisation's reach and engagement through digital channels.
- Work closely with the CEO and EBO to support engagement and outreach with local ministries and government agencies as part of raising awareness of COBIS globally
- Collaborate with external agencies, designers, and experts to ensure digital marketing efforts are innovative and aligned

These are the key tasks as currently defined. They are not listed in priority order and the post holder will be expected to take on such variations as are reasonable for this level of responsibility.

Person Specification

Essential:

Qualifications & Experience:

- Bachelor's degree or equivalent professional experience in a relevant field
- Minimum 2 years of experience in digital marketing, with a strong focus on driving growth, preferably within the education or non-profit sector.
- Demonstrable experience in social media management, with a track record of growing followers and increasing engagement.
- Proficiency in SEO, website management, and digital advertising platforms (Google Ads, GA4, PPC campaigns) with a focus on achieving growth targets.
- Strong copywriting skills and experience in creating content that resonates with global audiences, helping to drive membership and participation.
- Analytical mindset with the ability to interpret data, measure digital campaign success, and refine strategies for improved performance and growth.
- Experience with email marketing platforms and CRM systems to manage engagement and target new audiences.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Proactive, growth-focused mindset with a strong attention to detail and creative problem-solving skills.
- Strong interpersonal skills with the ability to build and maintain positive relationships across diverse groups
- Comfortable working independently and as part of a team in a fast-paced environment.

Desirable

- Experience working within the education sector or with membership-based organisations.
- Familiarity with video content creation and editing, with a focus on producing engaging material for digital platforms.
- Experience in supporting international growth and expansion efforts through digital marketing strategies.
- Experience using AI-powered tools to support digital marketing campaigns and content creation.
- Understanding of responsible AI practices, data privacy requirements, and ethical use of AI in marketing activities.

Personal Attributes:

- Culturally sensitive and globally aware.
- Strong communication skills.
- Adaptive and open to learning.
- Highly organised, analytical and data driven.
- Collaborative and solutions oriented.
- Comfortable operating in a remote-working environment.
- To maintain a working environment in which diversity is respected and responded to, and equality of opportunity is promoted.

Renumeration and Conditions of Service

- The post is available from November/December 2026
- Salary package is £30,500 per annum. The position is considered a full-time position
- Working hours/days are 9:00-5:00 with a half-hour for lunch, but flexibility around hours would be considered.
- Hybrid/remote working with a flexible working policy

- The candidate will be required to attend the COBIS Annual Conference and Committee meetings which take place over 4 days in London in May
- Holiday entitlement of 25 days (pro rata) plus statutory bank holidays
- Access to pension scheme in line with pension regulations. COBIS employee pension contribution is at 5% of salary
- Commitment to sustainability and corporate carbon measurement and reduction
- Access to medical insurance and Employee Assistance Programme
- Access to a central London office with free gym, social events, cycle storage, etc.
- Candidates much be based in the UK and eligible to work in the UK
- View the COBIS Commitment to Sustainability
- View the COBIS CSR and Wellbeing Statement

COBIS Safer Recruitment Procedure

Candidates must be willing to undertake a safer recruitment check (DBS). If appropriate to the role, a DBS check will be requested if an applicant is offered a contract of employment. All COBIS staff are required to undertake safeguarding training.

At least two professional references, both written and verbal, will be sourced from current and former employers as appropriate.

View the COBIS Safeguarding Statement

Place of Work

COBIS staff currently work predominantly remotely, with some working days in the COBIS Head Office and other locations. This is expected to be a hybrid role, predominantly home working, with the option to work in the Head Office and the expectation that some team meetings and events will be office based. The contractual place of work for the Digital Marketing Executive will be the COBIS Head Office. The office is currently located in: Temple Chambers, Temple, London.

Equal Opportunities

COBIS is committed to equal opportunities and non-discrimination on grounds of age, disability, gender re-assignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation. COBIS aims to ensure equity in recruitment and employment. We are a welcoming team who focus on the quality of our work and the wellbeing of our team members. We offer a range of family friendly, inclusive employment policies, flexible working arrangements and support for staff of all backgrounds. COBIS values diverse abilities and offers support and accommodations for various needs. View the COBIS DEIJB Statement.

Application Procedure

In addition to a CV, we ask for a covering letter. This is your chance to tell us more about yourself and why you are interested in the role.

All candidates wishing to be considered for the post are required to submit the following two documents:

1. A covering letter/supporting statement (maximum of 600 words), addressed to Lucinda Jarvis Marketing & Communications Manager, explaining your interest in, and suitability for the post, referring to the job description and person specification.

2. CV, plus the names and details of two professional referees

Completed applications are to be submitted by email to:

Mrs Rosie Perry-Sleeman, EBO to the CEO - rosie.perry-sleeman@cobis.org.uk

If you have any questions about the position or the role and function of COBIS, please contact Lucinda Jarvis, Marketing & Communications Manager on +44 203 826 7190.

Closing Date: **17:00 GMT, 11 November 2026**

Proposed first round interview dates (virtual): ASAP

Proposed second round interview dates (in-person, London): ASAP

Data Protection

Personal data submitted as part of this application will be processed in line with COBIS' Recruitment Policy which can be found here.