

January 2026

Dear Applicant,

Thank you for your interest in the role of Digital Communications and Marketing Lead at The Bell Foundation. This is an exciting time to join The Bell Foundation as it continues to grow. This role is part of a dynamic team and is pivotal in supporting the Foundation's communications efforts.

This is a great opportunity for someone who is motivated by our charitable vision, mission, values, and work, and who is ready for their next step as a digital communications professional. You will fulfil a key role in preparing and executing content for all of the Foundation's channels (email, website, and social media), as well as leading on communications-related activities and outputs on our training offer and other Foundation work.

The Bell Foundation was established in 2012 and over the last decade has grown significantly and is now recognised as an expert in English as a second or additional language. Last year, 2025, marked the launch of a new five-year strategy. Since 2012 the Foundation has developed from a new start up to a leading authority on EAL matters in school education and scaled its training capacity significantly to reach over 100,000 educational practitioners and cover the areas of highest need around the country. Our vision is to create opportunities, change lives, and overcome exclusion through language education. We are delivering this vision through two different areas of work, targeting children with English as an Additional Language (EAL) and adults who speak English as a Second or Additional Language (ESL) respectively. Through our work we aim to address systemic language barriers and enable better outcomes for those children and adults who use English as an Additional Language, so they can belong and contribute to their communities.

The Foundation is located at the former Bell language school in Cambridge, on an attractive spacious green site with parking. This is a full-time role, but we are open to consider an 80% part time position. We offer a hybrid working model and operate a flexible work policy. This will be discussed and agreed with your manager and we encourage candidates to discuss our ways of working in more detail at interview stage.

The Foundation is committed to ensuring all staff are empowered to contribute fully to our work and the Foundation strives to ensure equity and fairness throughout the organisation. We support equality of opportunity and promote an inclusive culture. We also welcome and encourage applications from those with lived experience of speaking another language including being a refugee or former asylum seeker.

I hope this pack gives a flavour of our work and the role. You will also find instructions on how to apply. I look forward to hearing from you.

Yours sincerely



Maria Gili

Head of Communications

About The Bell Foundation

At the Foundation, we work to address systemic language barriers with education settings, workplaces, the criminal justice system, public bodies, and those whose first language is not English.

Our vision

Creating opportunity, changing lives, and overcoming disadvantage through language education.

Our mission

To achieve our vision, we work with partners on innovation, research, training and practical interventions. By generating and applying evidence, we aim to change practice, policy and systems for children, adults and communities in the UK disadvantaged through language.

Values

- We are independent and impartial.
- We are authoritative and rigorous in our approach and present clear and balanced evidence.
- We speak out.
- We work in partnership with others.
- We champion practical solutions to problems.
- We value diversity and difference.

2025–2030 Strategy

In 2024, Trustees signed off a new strategy for 2025–2030 period which has six overarching objectives:

- Improve the educational outcomes of EAL children through training teachers, school leadership, and other staff, and providing resources at scale.
- Improve the outcomes of adults who are excluded by language barriers so that they have increased opportunity to participate in the labour market and in the community.
- Speak out through our public policy, influencing, and communications work, to continue to ensure that policy reflects the needs of EAL and ESOL speakers through engagement with policy makers and stakeholders at all levels, communicating to relevant audiences.
- Language for Results International: We will make this a net surplus revenue stream, providing a financial contribution to our charitable work.
- Assets: Continue to optimise the long-term return from all our assets to finance our charitable mission and vision.
- Building a strong and inclusive organisation: We will continue to uphold high standards of governance and build a strong and inclusive organisation. We will continue to measure the impact of our work with a new framework in support of our new strategy.

Find out more about our work by exploring:

- Our [Annual Report](#)
- Our website: bell-foundation.org.uk



The Bell Foundation offers the following benefits:

- 26 days' annual leave per year plus 8 public holidays.
- Pension scheme:
 - 5% employee/employer matching contributions.
 - Employees can also choose to make their pension contributions via salary sacrifice.
- Options to buy /sell annual leave.
- Dental plan.
- Free eye tests.
- Life assurance scheme.
- Tech scheme.
- Cycle to work scheme.
- Health Assured Employee Assistance Plan.
- Free car parking on-site (Cambridge).

How to apply:

To find out more about this position and how to apply, please get in touch and share your CV with Keri Rossiter-Turner at krossiter-turner@theonegroup.co.uk.

We will be reviewing applications on a rolling basis.

First interviews will be held on Monday 2 February (virtual)

Final interviews will be held on Monday 9 February (in person in Cambridge).

Job description

The Foundation is committed to ensuring all staff are empowered to contribute fully to our work and the Foundation strives to ensure equity and fairness throughout the organisation. We support equality of opportunity and promote an inclusive culture.

We welcome applications from all backgrounds, across all protected characteristics and socio-economic status and particularly encourage submissions from those with lived experience of speaking another language. The Bell Foundation is committed to promoting and safeguarding the welfare of children and young people and expects all staff to share this commitment. A DBS Disclosure will be requested in the event of a successful application.

Job Title	
Digital Communications and Marketing Lead	
Organisation	The Bell Foundation
Reports to	Head of Communications
Salary	£32,054 – £35,190
Location	Hybrid, Cambridge
Contract	Full time or 80%. Permanent.
Role Purpose	This role will be pivotal in running the Foundation's channels (website, social media, and email) and maximising audience reach in line with strategic objectives, as well as leading on communications-related activities and outputs on our training offer and other Foundation work. The role is also key in increasing awareness of the Foundation's expertise, building and positioning its digital presence, and driving engagement and conversions via targeted digital marketing approaches.
Main Responsibilities	Communications and marketing • Oversee The Foundation's communications-related output for our training offer primarily, ensuring consistent messaging. • Contribute to the successful roll out of the organisation's Communications Strategy via the preparation and execution of digital and content implementation plans. • Work with the Communications Officer to produce content (blogs, briefings, articles) ensuring that it is tailored to the relevant audience, is accessible, consistent, and optimised for AI search, to achieve wide dissemination and engagement. • Liaise with colleagues about training courses, webinars, and events, leading on their promotion. • Lead on digital marketing activities for all of the Foundation's assets. • Prepare and roll out paid campaigns and other digital marketing approaches (e.g. GoogleAdWords) to better position the Foundation's digital presence and increase reach with international audiences. • Optimise the analytics set up of the Foundation and run reports on the Foundation's digital platforms and campaigns, interpret results, and make and implement recommendations for future improvement. • Work with the rest of the communications team to grow the Foundation's email communication channels, identifying opportunities for segmentation, targeting, and automation. • Create and maintain high-quality, relevant and timely newsletters and identify opportunities in digital outreach. • Stay up to date with emerging trends and best practices in marketing and digital technology identifying opportunities for innovation and efficiency. • Support the Head of Communications and Office and Data Coordinator in the management of the CRM, identifying further developments to ensure the CRM meets the Foundation's current and future needs. • Work with the Office and Data Coordinator to ensure the integrity of the data in the CRM.

Product design

- Create (or coordinate the creation of) corporate products and multimedia content for a range of communication channels, working with colleagues and external partners including web designers, videographers, and photographers.
- Be a brand guardian – ensure all Foundation external communications, presentations, products, images and references to the Foundation by partners are in line with the house style, brand guidelines and key messaging.

Social Media

- Develop and manage a social media content plan and calendar, ensuring it strikes a balance between training and policy influencing work and maximises engagement.
- Plan, deliver and manage integrated social media campaigns, including training promotion and policy influencing campaigns, from concept through to delivery and evaluation.
- Lead on content creation (incl. video production) for the Foundation's platforms.
- Track and analyse content performance and campaign metrics; report on key insights and make data-informed recommendations to improve results.
- Identify and engage with influencers on social media in order to drive engagement within our key sectors.
- Identify trends, advise on new opportunities and techniques, implement changes and help to build and grow presence as required.
- Create relevant assets to accompany all social posts.

Website

- Audit and regularly review the content of The Foundation's website and roll out improvements/updates to the information architecture and homepage of the site.
- Work with the rest of the Communications team to ensure website content is kept up to date, fresh and relevant to audiences, as well as identify opportunities to improve user journeys.
- Manage the relationship with The Foundation's web developers, ensuring that the issues and solutions rolled out are well scoped, respond to the needs of the Foundation and website users, and are value for money.
- Identify opportunities, make recommendations and action plans to drive our audiences to, and build engagement with, our website and digital offers.
- Identify opportunities for growth and lead on the Foundation's efforts to produce content that is optimised for AI search.

Events

- Coordinate digital policy events together with the Course Administrator as part of the programme of influencing events led by the Communications Team.

	Other Duties • Ensure diversity, equity and inclusion is embedded in all Communications work and uphold the Foundation's pledge to champion user voice and adhere to dignified storytelling approaches. • Manage multiple communications projects – diarise deadlines, liaise with colleagues and external agencies, and ensure projects are completed in a timely manner. • Provide technical and general support to the Head of Communications, Communications Officer and internal team members as required. • Provide out of hours cover for media and social media as required. • Undertake other duties commensurate with the post, which the Foundation deems appropriate.
General	• Adhere to all statutory regulations and to The Bell Foundation policies and procedures. • Protect at all times the confidentiality of information handled within the remit of the post. • Promote and safeguard the welfare of children and young persons you are responsible for and come into contact with. • Work irregular hours, including occasional overnight stays and travel within the UK as required.

Compiled by	Maria Gili, Head of Communications
Date	January 2026

This job description is not to be regarded as exclusive or exhaustive and does not form part of your contract terms. It is an outline of the post holder's areas of activity and responsibility and, like all such documents, will be amended from time to time, in the light of the changing needs of The Bell Foundation.

Person specification

Job Title	Digital Communications and Marketing Lead
Organisation	The Bell Foundation
	ESSENTIAL
Experience	• Experience of working in a comparable role (4+ years) with a proven track record of successful communications across a wide range of disciplines and platforms with particular emphasis on planning, executing and analysing the impact of digital content and activities. • Experience of creating engaging visual content (incl. video) on a variety of digital platforms including websites and social media. • Experience in redeveloping, managing and maintaining websites. • Experience of developing and maintaining effective digital systems including Content and Customer Management Systems (Salesforce and WordPress), email marketing, webinar and online platforms (Eventbrite, Mailchimp, Survey Monkey, Google Analytics). • Experience of growing brand and engagement through social media content creation and management (Bluesky, Youtube, LinkedIn) • Experience of using Adobe Creative Suite or Canva to create and manipulate images and video.

	• Experience in development, roll out and evaluation of paid social media campaigns and other digital marketing approaches (e.g. Google AdWords). • Experience of working with MS Office, including Outlook, Word, Excel and PowerPoint. • Experience of day-to-day relationship management with external partners and contractors. • A commitment to the Foundation's vision, mission and values.
Personal Skills/Qualities	• Excellent written communication skills, including writing content for different media (website, consent emails, social posts). Ability to absorb and convey complex issues succinctly, in an accessible format, and tailored to different internal and external audiences. • Excellent verbal communication skills in order to present compelling and persuasive cases to, and achieve buy-in from, internal team members and the senior management team. • High standard of accuracy and attention to detail. • Able to multitask and to work at pace to meet tight deadlines. • Time management, organisation and project management skills are essential, as well as the ability to plan ahead. • Strong interpersonal skills, confidence and the ability to work, communicate and listen effectively at all levels internally and externally with partners and senior stakeholders. • Proactive, solution-focussed, innovative, and self-motivated individual with a can-do attitude, able to think laterally and creatively about opportunities, projects and design. • Analytical mindset with ability to interpret data and make decisions. • Confident learning new tools and systems. • A team player, able to work both on own initiative and as part of a team. • Excellent digital skills and knowledge of current and future trends in digital and technological solutions. • Excellent numerical skills with the ability to understand and present Communications Key Performance Indicator data. • Knowledge of GDPR regulations, as well as integrity and discretion over confidential information.
Special Requirements	• A DBS check will be requested in the event of a successful application. • Occasional out of hours working may be required including occasional overnight stays and travel within the UK and providing media and social media cover. • The location is flexible, however as a minimum there will be a requirement to attend the Cambridge office twice a week, and for induction, and team meetings.
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