



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

Job Description

JOB TITLE: Communications and Email Marketing Manager

ROLE TYPE: Full-time

BUSINESS FUNCTION/ SUB-FUNCTION: Marketing, Sales, and Operations

LOCATION: Malta

ABOUT ENGLISH PATH:

English Path (EP) is a rapidly growing, global English, German and French language school that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, French and German; Academic and Exam preparation, Electives, Pathway programmes and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connect the classroom to real-world experiences. We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers.

By joining EP, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com

MISSION:

A world in which every person can communicate using a common language removing inequality and creating a level playing field. Courses that stimulate and challenge. Students that learn, excel, and grow.

VISION:

To create the world's most accessible and innovative English language school that changes lives through education that makes a fundamental difference to living standards.

ROLE OVERVIEW:

EP is seeking a talented and experienced Communications and Email Marketing Manager to oversee the creation and execution of compelling written content across multiple platforms. With a strong focus on email marketing, the ideal candidate will craft narratives that engage audiences, nurture leads and enhance EP's brand voice. This role is pivotal in strengthening engagement, supporting lead generation, and maintaining consistent messaging across all communications.

If you are a creative storyteller with expertise in content strategy, email marketing, and multi-platform adaptability, this is a fantastic opportunity to make a meaningful impact at a global education provider.



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

KEY RESPONSIBILITIES:

Campaign Strategy & Execution:

- Create and manage end-to-end email campaigns, including promotional, transactional, and lifecycle emails.
- Plan and produce high-quality content, including blog posts, press releases, evergreen content, lead magnets, gated content, email campaigns, and newsletters
- Design customer journeys and automation workflows to engage leads and nurture them through the sales funnel.

Email Marketing:

- Design, implement, and optimise email campaigns to enhance engagement, nurture leads, and improve conversion rates.
- Monitor key email metrics, such as open rates, click-through rates, and conversions, and apply insights for continuous improvement.
- Personalise email content for segmented audiences to increase relevance and impact.
- Conduct A/B testing on subject lines, templates, and content to identify best-performing elements.

List Management:

- Grow, maintain, and segment email lists to ensure high deliverability and engagement.
- Ensure compliance with GDPR, CAN-SPAM, and other email marketing regulations.

Brand Voice & Identity:

- Maintain and refine EP's tone of voice to ensure consistency across all communications.
- Tailor content for diverse audiences, ensuring relevance and impact across regions.

Data Analysis & Reporting:

- Track and measure content performance metrics, including engagement, traffic, and conversions.
- Provide actionable insights to refine content strategies and meet KPIs.

Copywriting & Proofreading:

- Develop and produce copy with input from other departments.
- Proofread all documents prior to publication to ensure accuracy and consistency.

Collaboration & Team Leadership:

- Work with marketing, sales, and academic teams to ensure communications align with business objectives.
- Mentor junior team members or interns, fostering skill development and professional growth.

EXPERIENCE and QUALIFICATIONS:

Experience:

- 3 to 5 years of experience in content creation, or corporate communications.
- Hands-on experience with email marketing platforms (e.g., Mailchimp, ZOHO Campaigns, HubSpot, Klaviyo, or similar).



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

- Proven experience in content creation, email marketing, or corporate communications, ideally in a managerial role.

QUALIFICATIONS:

- Bachelor's degree in communications, journalism, marketing, or related field.
- Native-level English proficiency (written and spoken).
- Additional proficiency in Spanish or Portuguese is desirable.
- Excellent organisational and project management skills.
- Knowledge of HTML/CSS for email design is a plus.
- Proven expertise in crafting engaging, multi-purpose written content and managing email campaigns.
- Proficiency in tools like Google Analytics, email marketing platforms, and content management systems.
- Creative thinker with the ability to adapt to fast-paced environments and diverse audiences.

BENEFITS:

We care about your well-being as much as your success at work. Joining our team comes with:

- 192 hours basic annual leave + 32 hours (subject to 4 holidays that fall on weekends for the year of 2025) + 1 additional day per year of employment up to 5 years.
- One work from home day a month
- Professional development and training opportunities
- Employee discounts for language courses
- Family & Friends discounts on international education

WHY JOIN US?

At EP, we are passionate about transforming lives through education. You will have the opportunity to contribute to a mission-driven organisation, collaborate with global teams, and make a meaningful impact on students' journeys to success.

EP is committed to safeguarding and promoting the welfare of young people and vulnerable adults. We expect all staff and volunteers to share this commitment. We are fully committed to ensuring that consistent effective safeguarding procedures are in place to support everyone at the school. Before the interview, all gaps in CVs must be explained satisfactorily and proof of identity and, where applicable, qualifications will be required. Appropriate suitability checks will be required prior to confirmation of employment including a recent Police Conduct certificate.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.