**Job Description**

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| **Job title** | Marketing Manager (maternity cover) | **Job family** | Business Support Services |
| **Reporting to** | Marketing Director | **Job code** |  |
| **Location** | Remote/home based | **Evaluation Date** | April 2024 |

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| **Job Purpose** |
| In this role you will be responsible for inputting into, and delivering the marketing strategy, to continue effectively maximising engagement with our target audiences through a range of marketing activity and channels. |
| **Responsibilities** |
| * Successfully deliver the marketing strategy to reach the parent audience and maximise enquiries to support our specialist schools and colleges * Lead the social media activity to further engage with the parent market, including planning, developing and executing the organic and paid social media content plan across the various social media channels * Develop new and engaging online and offline content to further support the engagement with our target audiences (parents and Local Authorities), including brochures, blogs, website pages, emails, case studies and infographics * Support the Business Development team in their external discussions with our target audiences through the provision of key sales support tools and information, and take the lead on identified tactical initiatives when required * Monitor and report on campaign results including social media activity, adjusting campaigns based on learnings * Liaise across the Aspris supplier network e.g. marketing agencies, printers, events and designers to ensure effective, timely and costly delivery of activity * Produce a range of innovative new video content to further showcase our services * Manage local and national events to increase brand awareness and engagement with our target audiences * Drive new and innovative marketing ideas and campaigns to further support our key marketing objectives * Build positive relationships with key internal stakeholders, including across key Aspris sites, operations team and the Business Development team |
| **Knowledge / Education / Skills** |
| * CIM Professional Diploma in Marketing or equivalent experience. * Demonstratable strong skillset across the online and offline marketing mix, including social media activity. Excellent command of the English language with the ability to develop effective and compelling online and offline copy is essential. * Strategic, commercially aware and creative mind set * Good understanding of the key principles of marketing. * Demonstratable ability to work across a number of projects simultaneously, possessing excellent organisational skills. Demonstratable excellent networking and stakeholder management skills. |
| **Experience** |
| * Relevant experience within a marketing role, ideally in the education sector but not essential * Experience of managing projects * Demonstratable experience successfully delivering a wide range of online and offline marketing activity to maximise engagement with various target audiences. |
| **Responsibility** |
| **Leadership**  No line management accountability although the role will work with the other members of the marketing and  Business Development team to ensure timely and effective implementation of the planned marketing activity.  **Budgets & Equipment**  Collective responsibility for the care and security of equipment and adhering to the cost and budget guidelines.  **Information**  Shared responsibility for the confidentiality, security and accuracy of records, data and information. Ensuring good quality documentation, which meets the Organisational requirements Regulatory guidelines and statutory requirements.  **Communication & Interaction**  Communications will regularly require some judgement involving the seeking and gathering of information with the need for some explanation. May have interactions which contain distressing information. |
| **Safeguarding** |
| All colleagues have a responsibility to protect and safeguard vulnerable individuals at risk (whether children or adults). Colleagues must be aware of local child and adult protection procedures and who to contact within the Local Authority Safeguarding team for further advice. All colleagues are required to attend safeguarding awareness training and to undertake additional training appropriate to their role. |
| Working Environment |
| Remote/home working. |