



Job description

Section 1: Description

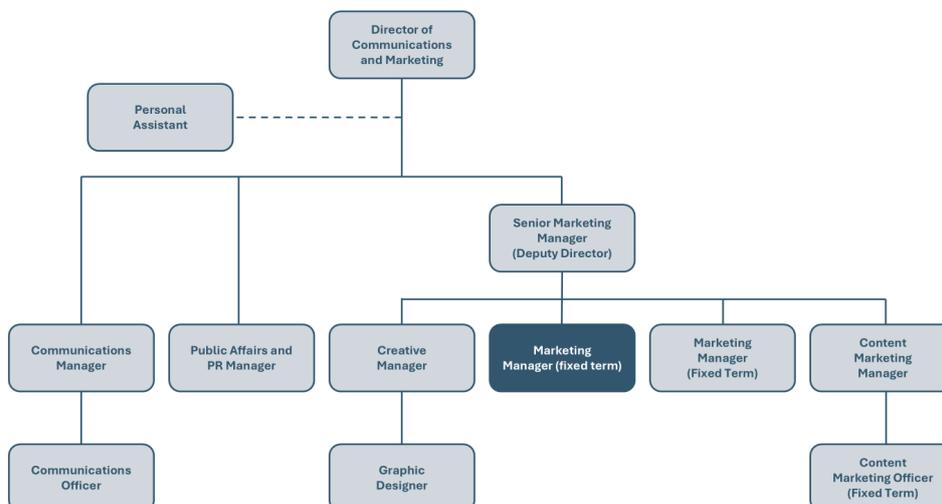
Job title:	Marketing Manager (fixed term)
Location:	Communications and Marketing directorate
Reports to:	Senior Marketing Manager
Salary:	Grade 5: £34,188.73 per annum
Contract:	12 months, fixed term
Date:	March 2026

Section 2: Job purpose

The Marketing Manager will play a key role in the development, implementation and execution of strategic marketing plans for the College. They will coordinate marketing communications across all aspects of local, national and international College business to raise the profile of the College, to attract interest in the College's core services, and to meet overall strategic objectives.

The Marketing Manager is part of the marketing and creative team. They will develop excellent insight into the career journey and profile of our target audiences, both nationally and internationally. Based on these insights, they will devise and implement marketing campaigns across multiple online and offline communications channels to promote and attract interest in the key products, services and activities offered by the College. Reporting to the Senior Marketing Manager, the job holder will manage the creative development, production and coordination of high-quality marketing and promotional materials that will inform and facilitate engagement with the College.

Section 3: Organisational chart





Section 4: Main responsibilities and role

- Develop excellent organisational understanding, insight, analysis and knowledge of the career journey and profile of our target audiences, both nationally and internationally.
- Develop insight-based, integrated marketing communication plans that support College strategic objectives.
- Manage the implementation of multi-channel marketing campaigns that build College brand awareness and drive new leads and interests in College membership and core educational and assessment activities.
- Coordinate marketing communications across all aspects of the College business in order to attract and retain members, course attendees and exam candidates.
- Support the marketing and promotion of other College sub-brands e.g. Heritage, 1599 Ltd.
- Maintain regular, ongoing communications with internal and external stakeholders in order to keep them updated on marketing communications campaigns, including outcomes.
- Adjust campaign plans and initiatives as required.
- Measure the return on investment of marketing communications across different aspects of the business and the impact of brand awareness campaigns with our members, prospective members, and other key stakeholders.
- Ensure all marketing activities conform to brand guidelines and positioning, and champion brand discipline within the College.
- Contribute to the effective use of the marketing budget. Provide regular status reports on all aspects of the role including budget and return on investment.
- Work closely with others in the Communications and Marketing directorate to ensure alignment and consistency of messaging.
- Leverage industry and marketing communications research/best practice in order to improve the effectiveness of marketing communications campaigns and initiatives.
- Any other duties that may be reasonably required.

Section 5: Planning and organising

The workload of the Marketing Manager will be dynamic and time sensitive, and as such will be required to plan independently to ensure all activities are delivered within set timelines. The Marketing Manager will be responsible for planning and coordinating marketing campaigns aimed at different target groups across all aspects of College business including membership recruitment, education, examinations, room hire, and heritage activities.

As such, the role demands meticulous planning and organisation skills to ensure a schedule of activity is developed and maintained and that marketing campaigns are coordinated and run according to set time frames.



Section 6: Decision making

The Marketing Manager will have a high level of responsibility and will be expected to take decisions directly relating to their core function as required. This will include decisions regarding campaign structure and coordination, style and content, and multi-channel platform use to ensure appropriate targeting of key messages to different audiences.

Section 7: Knowledge, experience and skill set required

The post holder will require the following:

- A degree-level education (or comparable experience) in marketing or a related subject
- A minimum of three years of professional experience in a marketing role
- Excellent communication and editorial skills, with strong writing and proofreading ability
- Proven track record in delivering marketing campaigns across multiple platforms
- Knowledge and experience of market research and insight
- Demonstrable experience of managing email and digital communications. In particular, delivering email marketing activity (developing and coordinating targeted email campaigns and automation) and overseeing paid social media advertising (delivering and optimising campaigns across relevant platforms)
- Experience of working with external agencies to plan, deliver and evaluate marketing campaigns
- Planning and project management skills; ability to prioritise and manage multiple projects ensuring deadlines are met
- Excellent interpersonal and influencing skills
- Highly competent in use of Microsoft Office 365 apps such as Outlook, Teams, Word, Excel and Forms
- Desirable: Experience of working in a membership or academic environment
- Desirable: Membership of a professional body
- Desirable: Experience of using software such as DotDigital and Monday