



## Job Description

### Section 1: Description

Job title:	Marketing Manager
Working pattern:	Part time (21 hours per week, 0.6 FTE) Fixed-term contract for 18 months
Location:	Communications and Marketing directorate
Reports to:	Senior Marketing Manager
Salary:	Grade 5: £34,188.73 per annum FTE
Date:	August 2025

### Section 2: Job purpose

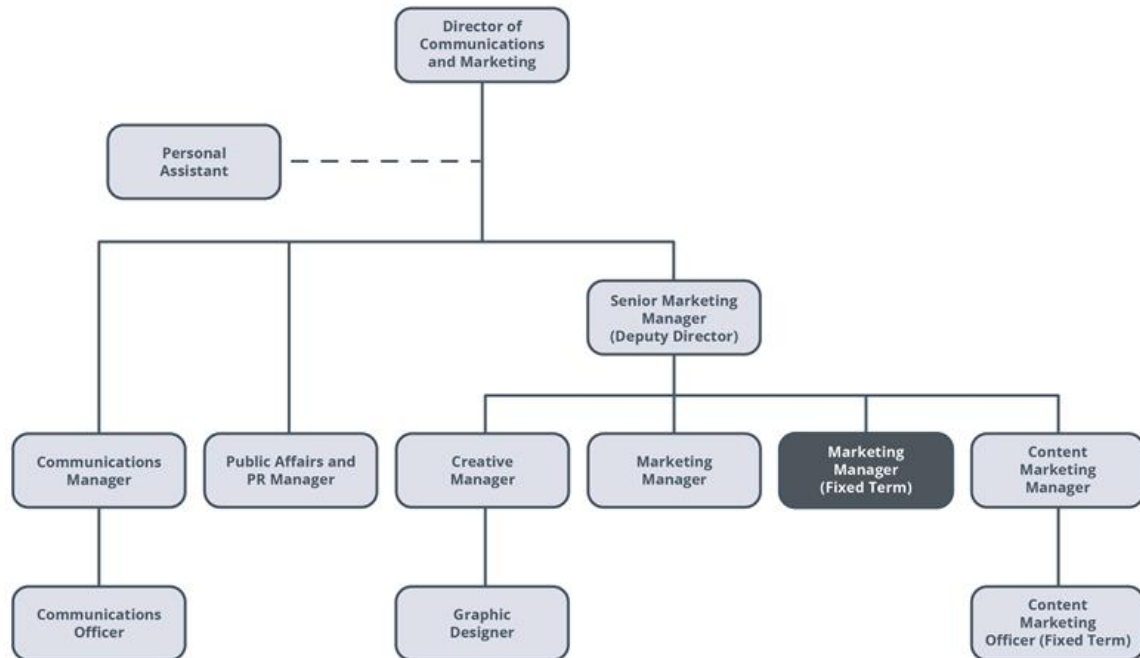
The Marketing Manager will play a key role in the development, implementation and execution of the strategic marketing plans for the College. They will coordinate marketing communications to attract interest in the College's services and to meet strategic objectives.

The Marketing Manager is part of the Communications and Marketing directorate. This is a part-time, fixed-term position, with a focus on developing and launching new products offered by the Education and Assessment directorate.

The postholder will develop excellent insight into the career journey and profile of our target audiences. They will independently undertake market research activities. Based on insight, they will develop high-quality marketing materials and devise and implement marketing campaigns across multiple channels to promote and attract interest in our products, services and activities.



### Section 3: Organisational chart



### Section 4: Main responsibilities

- Develop excellent understanding, insight, analysis and knowledge of the career journey and profile of our target audiences, both nationally and internationally.
- Conduct comprehensive market research to identify customer needs. Collaborate with cross-functional teams and senior clinicians to translate research findings into effective educational and assessment products.
- Undertake desk-based competitor analysis. Monitor and leverage industry developments and best practice.
- Develop 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 activities.
- Coordinate marketing communications to attract and retain course participants and exam candidates.
- Use email marketing software to build, send and report on email marketing campaigns.



- Liaise with colleagues and third-party suppliers to gather content and create assets to be used in marketing communications, such as promotional videos and photography.
- Maintain regular, ongoing communications with internal and external stakeholders 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.
- 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.
- Ensure all marketing output is in alignment with the College's brand guidelines, editorial house style and accessibility requirements.
- Work closely with others in the Communications and Marketing directorate to ensure alignment and consistency of messaging.
- 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 primarily at education and assessment 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 postholder will require the following:

### Essential:

- Degree-level education (or comparable experience) in marketing, journalism or a related subject
- A minimum of three years of experience in a professional marketing or communications role
- Excellent communication and editorial skills, with strong writing and proofreading skills
- Competent in independently planning and undertaking market research, such as hosting focus groups and building surveys
- Skilled at discovering learnings and insight from data, and making data-driven decisions
- Demonstrable experience of print, email and digital communications
- Planning and project management skills; able to prioritise and manage multiple projects ensuring deadlines are met
- Excellent interpersonal and influencing skills
- Highly competent in the use of Microsoft 365 apps such as Outlook, Teams, Word, Excel and Forms

### Desirable:

- Experience of working in a membership or academic environment
- Experience of using software such as DotDigital, Canva and Monday.com