

Job Description and Person Specification Marketing Manager

Role and Context	
Job Title	Marketing Manager
Salary Grade	Trust Support Staff Pay Scale Grade L
Job Type	37.5 hours per week All Year Round 1 FTE
Contract	Permanent
Reports to	Chief Operating Officer
Effective Date	[1 September 2022]
Team	Marketing
Job Purpose	To provide strategic and operational leadership for all aspects of marketing across the Trust and its academies. The post holder will work with Heads of Departments (including the Academy Headteachers) and the Executive team to build and manage the Trust's brand as an education provider, academy operator and employer. The post holder will be responsible for the Trust's marketing performance and management of all marketing related risk. The Trust does not have a marketing team, and so all marketing functions will be carried out by the Head of Marketing. As the Trust grows, the Head of Marketing will establish and develop a marketing team. The Head of Marketing is responsible for all areas of marketing including branding, communication, PR, events management, social media, websites, advertising.
Other Information	Some responsibilities may extend beyond regular working hours on occasion. Although limited hot desking facilities are available, the Trust's business support units currently work from home. There is therefore an element of home working involved. However, this is a Trust based role and will require post holder to move between Trust sites as needed.
Principal Accountabilities	
General <ol style="list-style-type: none"> 1. Devise and deliver a B2C marketing strategy to support the growth objectives for the Trust and increase pupil numbers 2. Support the CEO with developing the Trust brand in line with growth objectives and to 	

be the brand guardian for the Trust, ensuring consistent tone of voice across all communications

3. Work with the Academy Headteachers to ensure a coordinated marketing and communications approach across all schools, including supporting with their respective social media channels
4. Carry out market research to identify opportunities for development and devise marketing campaigns to capitalise on these opportunities
5. Work closely with the Head of People to position the Trust as an employer of choice to both current and prospective employees through effective communication strategies.
6. Manage Academy and Trust events, PR and advertising
7. Work with the IT department and external developers to conduct a review of the Trust and Academy websites, making recommendations for improvement and managing SEO performance
8. Develop and manage a calendar of engaging content for both on and offline channels, ghost writing where required
9. Develop and report against agreed KPIs to monitor effectiveness of marketing activity and return on investment for the Trust

Personal Development

1. Undertake appropriate and regular training and development to maintain knowledge and improve practice;
2. Participate in regular performance management;
3. Complete all required training.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Marketing degree or equivalent professional qualification Qualified member status of the CIM (or digital equivalent) 	<ul style="list-style-type: none"> CIM Diploma (Level 7) or a masters in a marketing / business discipline
Experience	<ul style="list-style-type: none"> At least 5 years marketing experience Significant digital marketing experience including website, SEO performance, email campaigns, social media Experience of conducting market 	<ul style="list-style-type: none"> Experience of managing a budget Experience working as your organisation's DPO Experience of dealing with PR for contentious matters and critical incidents Experience with events

	<p>research</p> <ul style="list-style-type: none"> • Experience of developing marketing strategies • Experience running successful marketing campaigns • Experience of writing newsworthy content 	management
Skills/Knowledge	<ul style="list-style-type: none"> • Comprehensive understanding of the full marketing mix • Strong understanding of current digital marketing concepts, strategy and best practice • Excellent communication skills • Ability to think creatively and innovatively • Analytical skills and strategic thinking • Motivated by social purpose 	<ul style="list-style-type: none"> • Strong knowledge of Data Protection regulations and associated risks in relation to marketing activities • Good understanding of safeguarding
General Information		
<p>All work performed/duties undertaken must be carried out in accordance with the Trust's policies and procedures, within legislation, and with regard to the needs of our stakeholders and the community we serve.</p> <p>Post holders will be expected to be flexible in their duties and carry out any other duties commensurate with the role, as requested by management.</p> <p>Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you. This job description does not form part of your contract of employment. You may be required by the Trust to undertake any duties within your skills and capabilities that the Trust reasonably considers necessary to meet business needs.</p> <p>All Trust posts are subject to a probationary period. Please refer to your contract of employment for full details.</p>		

