

Job Description – Marketing Manager

Role Title: Marketing Manager

Department: Marketing

Salary: £37-40k depending on experience

Hours of Work: Full Time

Contract Type: Permanent

Reporting to: Head of Operations

Location: Central London

Purpose of job

The Marketing Manager is responsible for owning and developing brand identity, implementing and reviewing marketing strategies for the launch of new products and increasing the market share of the current product range.

The post holder is expected to develop the brands of each business unit or project, produce generic and specific collateral as required, manage external relationships to the advantage of the organisation, manage internal stakeholders and organisational communications, gather and present detailed data and competitive analysis and contribute to the development of organisational strategy as part of SMT.

Key areas of responsibility

- To own and develop **brand identity**, create a unique and innovative strategy.
- To implement a full **marketing strategy**, encompassing all brands and business units, with the purpose of increasing learner numbers across all training programmes and products and raising the profile of the organisation internationally as a high-quality provider of education.
- To work closely with senior managers and team leaders, providing a full consultancy service to business units, and raising the understanding and status of the marketing function to be able to manage internal stakeholders more effectively and influence decision making.
- To help develop a range of branded, engaging and appropriate **marketing collateral** as requested supporting face to face meetings, event attendance and brand building,

particularly on digital platforms, digital advertising, social media and digital optimisation.

- To create digital structures, frameworks and other workflows across the company to support Marketing.
- To ensure marketing legal compliancy with relevant legislation for Data Protection and marketing and public relations; codes of conduct, including but not limited to ASA/CAP, CRA, CIPR, CMA, etc as well as HE policy (HESA, OfS) and partner policies.
- To take responsibility of all creative assets and production- photography, video, etc promotions of exhibitions.
- To proactively manage **key relationships** with suppliers, internal and external stakeholders and partner organisations, both here and abroad, to develop a BAJ Network.
- To develop, maintain and update a bank of knowledge and information about organisational business units, their key market segments and competitors to support decision making.
- To ensure full **integration and consistency** across all our marketing and communication channels to ensure our learners, employers, partners and staff experience a positive multichannel experience that supports their delivery.

Person Specification

Knowledge

- Holds a degree or is educated to degree level. Will consider equivalent experience in lieu of a qualification.
- Professional marketing qualification (optional).
- A strong understanding of governmental education policy, and knowledge of the key individuals, organisations and agencies involved with the national, and local, training agenda.
- Knowledge of the principles of leading and implementing change.
- Demonstrable knowledge of marketing platforms, tools and techniques, and experience in applying them to multiple brands/business units for both B2B and B2C outcomes.
- To have extensive knowledge of the digital marketing environment, producing relevant analytics and project evaluation.
- An understanding of the principles of layout and print production.
- Knowledge of marketing activity in Europe would be an advantage.

Experience

- Broad experience of working in more than one organisation, and across several diverse brands/business units to deliver effective marketing strategies.

- Experience of successfully managing spend by developing financial control and reporting systems.
- Experience of leadership at a senior management level, in a similar national organisation, leading change, implementing projects and contributing to the Senior Management Team (SMT).
- Extensive experience of selecting, leading, managing and developing teams to meet organisational goals and deliver high-quality services.
- Experience of developing beneficial relationships with a variety of partners, clients and funders, representing the organisation externally.
- Experience of working in an entrepreneurial organisation, with a culture of customer service and continuous improvement.
- A proven track record in raising funds, generating income and managing suppliers
- Experience of using Content Management Systems to update websites, digital marketing and managing SEO and social media accounts.
- Proven experience of identifying target audiences and devising specific, engaging campaigns that increased market share.

Skills

- To have excellent oral communication skills and apply them to presenting, persuading, negotiating and building working relationships internally and externally.
- To have excellent written communications skills, writing engaging, informative and entertaining copy and content, as well as producing clear and concise organisational reports, briefings and updates.
- Condensing large amounts of information into an accessible form for a range of audiences.
- Effectively use MS Offices, information management systems and web-based platforms to improve quality, increase the efficiency of delivery and support decision making.
- To be self-motivated and have a proactive attitude towards work.
- Ability to work under pressure and to tight deadlines.
- Strategic and creative thinking.
- Highly effective customer service and customer management skills.

Abilities

- Able to lead, motivate and develop others.
- Resilient, with the ability to work effectively under pressure and to tight deadlines.
- To work effectively as part of a team.
- To work with minimal guidance to achieve objectives and identify areas where you can be most effective.
- Able to provide strategic solutions to organisational issues based on evidence and the outcomes required to meet the aims of the organisation.
- Able to provide both immediate and long-term solutions to operational and strategic problems.

- To maintain the professional standards of the organisation and to treat colleagues with courtesy and respect.

Safeguarding Statement:

The British Academy of Jewellery is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. We actively seek DBS enhanced clearance checks for applications of employment as part of our safeguarding procedures.

Equality Diversity & Inclusion:

We value diversity and positively welcome applications from all backgrounds. This will help ensure our workforce better reflects the diverse wider community we support. We particularly welcome applications from under-represented groups including ethnicity, gender, transgender, age, disability, sexual orientation or religion.