

Job Description

Job title	Marketing Manager – maternity cover	Job family	Business Support Services
Reporting to	Deputy Director of Marketing	Job code	
Location	North West	Evaluation Date	

Job Purpose

Reporting to the Deputy Director of Marketing, the Marketing Manager is responsible for inputting into, and delivering the strategy and ongoing development of the Aspris service range, in order to maximise opportunities via external and internal communications.

Responsibilities

Take the lead role in key identified projects to support wider business objectives

Identify areas of improvement and synergy across all marketing platforms supporting the Aspris locations

Develop actionable plans to drive awareness, increase engagement and improve conversation for the Aspris Services

Develop original copy to support marketing and lead-generation objectives (includes brochures, web pages, emails, case studies, infographics, etc.) and work closely with the digital team to ensure opportunities are maximised across all channels

Create a stakeholder network across service lines to ensure key business initiatives are reflected across marketing activity, and best practice can be highlighted across sites

To support the Deputy Director of Marketing in developing and implementing relationship management programmes for key Aspris services, external decision makers and influences

To support the business development team in their external discussions through the provision of key sales support tools and information, and take the lead on identified tactical initiatives

To report on campaign effectiveness and make recommendations to influence future executions and the wider strategy

Liaise across the Aspris supplier network e.g. marketing agencies, printers and designers, to ensure effective, timely and costly delivery of team requirements

Joint responsibility for the management of the Aspris marketing activity schedule, ensuring timely and effective delivery

Build relationships with key internal stakeholders including across key Aspris sites and the business development team

To support other Aspris Marketing activity requirements as necessary

Knowledge / Education / Skills

A good education ideally to degree level or the holder having a CIM Professional Diploma in Marketing is required. Excellent command of English with the ability to develop effective and compelling copy is essential. A strategic, commercially aware and creative mind set is also needed, along with a good understanding of the key principles of marketing, particularly email marketing.

The successful candidate will also need to demonstrate an ability to work across a number of projects simultaneously and therefore possess excellent organisational skills. They will also need to be comfortable working with senior colleagues across the business and demonstrate excellent networking and stakeholder management skills.

Experience

Relevant experience within a marketing role ideally in the education sector. Experience of managing projects, direct marketing and development of sales support and wider marketing material also preferable.

Experience of working with email campaign management tools such as Pardot would be preferable.

Communication

A positive approach to interaction and collaborative working with colleagues and a high degree of written and verbal communication skills are necessary for this role.

Responsibility

Leadership

No line management accountability although the role will work with the other members of the marketing team to ensure timely and effective implementation of the marketing schedule of activity.

Information

Responsible for the security, confidentiality and accuracy of marketing output.

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

Detail here any special conditions including the shift patterns, service user group, any physically demanding aspects of the role.

Upholding the Company Behaviours

This provides some guidance on the types of conduct to support the Company Behaviours	
Behaviour	Evidence
Putting People First	<ul style="list-style-type: none"> • Strives to ensure every colleague is able to make a positive and lasting difference to Service Users and their families • Actively seeks to develop the potential of every service user and staff member
Being Supportive	<ul style="list-style-type: none"> • Celebrates success and supports colleagues through difficult times • Demonstrates loyalty to colleagues, manager and team
Acting with Integrity	<ul style="list-style-type: none"> • Is honest and respectful in all interactions with colleagues and customers • Demonstrates emotional control • Ensures accurate recording of any transactions and interactions on all company documentation • Challenges poor performance and behaviours
Being Positive	<ul style="list-style-type: none"> • Promotes the company in a positive way at all times • Strives for positive outcomes, especially when times are challenging
Striving for Excellence	<ul style="list-style-type: none"> • Always puts service quality first • Shares and encourages innovation • Keeps on top of new developments in the sector