

## Job Description: Senior Marketing Manager

**Reports to:** Head of Communications

**Location:** Currently operating hybrid working in our West London Office

**Contract:** Permanent

**Pattern:** Full Time (standard hours 9am – 5.30pm)

**Salary:** circa £55,000 (depending on experience)

### **About the role:**

The Senior Marketing Manager is a new role in Ark's Communications team, reporting to the Head of Communications. It presents an exciting opportunity for an experienced marketing professional to build a new brand, develop strategies to grow EdCity's audience and reach, and to work across the organisation in support of Ark's wider strategic objectives.

The Senior Marketing Manager will work closely with other members of the communications team, as well as colleagues in events, public affairs, projects, ventures and fundraising.

While this role will focus on EdCity marketing initially, it has the potential to broaden out over time, in support of other projects and initiatives at Ark.

The role includes line management of a Communications Administrator, who will be appointed at a similar time and will be responsible for marketing and event administration.

### **Key Responsibilities:**

#### **Audience Growth and Engagement**

- Establish and grow an engaged audience for EdCity
- Develop strategies to attract and retain target audiences across various channels
- Effectively promote events and work with the Head of Public Affairs to support efforts to drive up membership
- Work closely with public affairs and media to raise the profile of EdCity
- Oversee the detailed recording and accurate maintenance of contacts in Ark's CRM

#### **Marketing Planning and Implementation**

- Lead the design and delivery of comprehensive marketing plans, including effective use of email campaigns and social media
- Analyse and evaluate campaigns – adapting and refining plans to achieve conversion and engagement targets
- Collaborate with cross-functional teams to coordinate and amplify external communications

#### **Brand management**

- Develop a value proposition and key messages for each audience group
- Ensure all communications adhere to brand guidelines, are produced to a high standard, align with key messages, and are consistent in tone
- Foster collaboration and knowledge-sharing to ensure a cohesive marketing strategy and consistent messaging across Ark
- Play an advisory role to marketing leads in other parts of the organisation, with a view to working more broadly over time

## Person Specification: Senior Marketing Manager

### Qualifications

- Bachelor's degree in marketing and communications, or a related field
- A minimum of 7 years of experience in marketing, with a focus on the education sector
- Proven track record for developing and implementing successful marketing strategies

### Knowledge & Skills

- Proven ability to build a successful brand from scratch
- Proficiency in using digital marketing tools and platforms to plan, implement and analyse marketing strategies
- Excellent writing ability and adept at tailoring messages effectively for different audiences and mediums
- Strong analytical and data-handling skills
- Strong project management skills
- Good understanding of and previous experience in the education sector (required)
- Interest in and understanding of the political landscape affecting education in the UK (desirable)

### Personal Qualities

- Confidence to build and maintain effective relationships with a wide range of people from inside and outside the organisation
- A proactive and results-driven mindset, with a hands-on approach to getting tasks done effectively
- Strong alignment to Ark's mission

### Other

- Right to work in the UK
- Commitment to equality of opportunity and the safeguarding and welfare of all students
- Willingness to undertake training
- This post is subject to an enhanced DBS check

*Ark is committed to safeguarding and promoting the welfare of children and young people in its academies. In order to meet this responsibility, its academies follow a rigorous selection process to discourage and screen out unsuitable applicants.*

*Ark requires all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment - this will depend upon the nature of the offence(s) and when they occurred. To read more about Ark's safer recruitment process, please click this [link](#).*

*We aim to build a diverse and inclusive organisation where everyone – staff and students – can do their best work and achieve their full potential. We want to reflect and represent diverse perspectives across our organisation because we know that doing so will make us stronger and more effective. To know more about Ark's diversity and inclusion commitments, please click on this [link](#).*