Job Description: Senior Marketing Manager (Ark UK programmes)

Reports to: Head of Marketing
Location: West London (with flexible working available)
Contract: Permanent
Pattern: Full Time (standard hours 9am – 5.30pm)
Salary: £47,000 to £50,000 (depending on experience)

About the role:

The Senior Marketing Manager plays a key role in supporting the growth of Ark's school-facing education programmes while helping to develop the emerging Ark Institute proposition. Working across a portfolio that currently includes Ark Teacher Training, Ark Curriculum Plus and other developing offers, they will deliver marketing activity that drives awareness, engagement and growth.

Reporting to the Head of Marketing, the Senior Marketing Manager will work closely with programme, product and school-facing teams to deliver campaigns, content and customer communications that support recruitment, customer engagement and organisational priorities. As Ark Institute evolves and the organisation navigates a period of significant change, including curriculum developments, evolving customer needs and a developing brand architecture, they will flex their focus across programmes and strategic initiatives in response to changing priorities and opportunities.

The role combines strategic thinking with hands-on delivery. The successful candidate will use customer insight, market understanding and campaign performance data to shape marketing approaches while taking direct responsibility for campaign planning, content development, demand generation, thought leadership and campaign implementation.

Key Responsibilities:

Campaigns, Growth and Engagement

- Lead the planning and delivery of marketing activity across a portfolio of education programmes, products and strategic initiatives, ensuring campaigns support awareness, engagement, recruitment and growth objectives
- Develop and deliver integrated marketing campaigns across paid, owned and earned channels, using customer insight and performance data to improve results
- Shape marketing approaches for new, evolving or strategically important initiatives, using market insight and customer understanding to identify opportunities and inform decision-making
- Identify opportunities for shared campaigns, content and audience engagement across multiple programmes and initiatives, maximising impact and efficiency
- Manage customer communications and nurture activity throughout the customer journey, using CRM systems and digital marketing tools to increase engagement and conversion
- Plan, manage and optimise digital marketing activity, including paid social, email marketing, website content and SEO
- Monitor campaign performance and provide recommendations to improve effectiveness, customer experience and return on investment

Thought Leadership and Sector Engagement

- Lead the development and delivery of thought leadership campaigns that strengthen the profile and credibility of Ark's education work and support organisational priorities
- Work with programme teams, curriculum specialists and subject matter experts to identify and develop opportunities arising from curriculum developments, educational research, policy changes and wider sector trends
- Develop and promote content, events, webinars, insights and resources that engage schools, trusts and education leaders

- Translate complex educational issues into compelling and accessible content, campaigns and engagement opportunities for external audiences

Programme Positioning and Strategic Initiatives

- Develop messaging, campaign approaches and go-to-market plans for programmes, products and strategic initiatives across the portfolio
- Contribute to the development of the emerging Ark Institute proposition, helping create a coherent narrative across programmes, services and future offers
- Use customer, market and competitor insight to inform positioning, campaign development and marketing recommendations

Stakeholder Management

- Build effective working relationships across programmes, product, partnerships and school-facing teams, as well as the wider Ark organisation
- Work collaboratively with programme, product and partnerships teams to ensure marketing activity supports organisational objectives
- Manage relationships with agencies, freelancers and external suppliers where required
- Coordinate cross-functional projects involving multiple stakeholders and competing priorities
- Coach and support colleagues in campaign planning, thought leadership and marketing best practice, helping to build capacity across the wider team.

General

- Support financial and administrative processes associated with marketing activity, including raising purchase orders, processing invoices, maintaining accurate records and monitoring campaign expenditure against agreed budgets
- Identify and carry out any other duties which fall within the scope, spirit and purpose of the post, as requested

Person Specification: Senior Marketing Manager

Qualifications

- Educated to degree level
- Marketing qualification desirable (e.g. CIM)

Knowledge & Skills

- Understanding of marketing principles and experience developing and delivering successful multi-channel marketing campaigns
- Experience of owning marketing activity from planning through to implementation, optimisation and evaluation
- Strong content development and copywriting skills, with the ability to translate complex concepts into clear, compelling communications for different audiences
- Experience developing campaign approaches, messaging and recommendations informed by customer needs, organisational priorities and performance data
- Understanding of demand generation, customer journeys and lead nurture approaches
- Understanding of SEO, content marketing and paid digital marketing, including Google Ads and paid social
- Ability to analyse campaign performance, customer feedback and market information to identify opportunities and improve results
- Experience working with multiple stakeholders and coordinating activity across different teams and priorities

- Strong project management and organisational skills, with the ability to manage competing priorities and deliver high-quality work to deadlines
- Ability to build effective relationships and communicate confidently with colleagues, partners and external suppliers
- Familiarity with CRM systems, ideally Salesforce, together with content creation platforms such as Canva to support campaign delivery
- Knowledge of the education sector and the challenges facing schools and trusts desirable

Personal Qualities

- A proactive and strategic individual who can identify opportunities and confidently make recommendations
- Able to balance strategic thinking with practical delivery
- Curious about developments in education, curriculum, teacher development and school improvement
- Collaborative and able to work effectively across teams and functions
- Highly organised, with strong attention to detail and the ability to manage competing priorities
- Comfortable working through ambiguity and turning broad objectives into practical plans and activity
- Demonstrates resilience, initiative and commitment to continuous professional development
- Aligned with Ark Institute's mission and commitment to improving outcomes for children through education

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.