

## Job Description: Head of Marketing

**Reports to:** Managing Director of Ark Curriculum Plus

**Direct reports:** Marketing Manager

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

**Contract:** Permanent

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

**Salary:** circa £60,000

### About the role:

We are at an exciting time in our development, with the Department for Education offering an 80% subsidy to increase take-up of our most important programme, because of the outstanding evidence of impact we have had. This is a new role which will report directly into the Managing Director of Ark Curriculum Plus, to ensure marketing stays front and centre in all strategic planning in the coming year as we use this platform to expand our national footprint.

This is a great role for an experienced marketer or for someone looking for the next step up in their career. The Head of Marketing will lead on all facets of our marketing as we expand our work: developing our brand, and positioning us effectively in the market to generate a pipeline of new partner schools, to retain schools who already work with us and to expand our reach and influence.

Supported by a Marketing Manager, the Head of Marketing will provide direction and leadership, coordinating across multiple stakeholders contributing to our marketing strategy, including expert agencies and contractors and colleagues in AC+ and Ark more widely. They will work hands-on as needed with this extended team to ensure plans are implemented to the highest standard.

### Key Responsibilities:

#### **Brand management**

- Play a central role in leadership work to develop and maintain a powerful AC+ brand story that is aligned with wider Ark aims, with AC+ and programme brands cohering to support this story
- Work with and through leadership to ensure the brand story is consistently understood and articulated across AC+ and Ark
- Maintain a clear visual identity and organisational tone, ensuring alignment of all marketing materials, campaigns, and tools with the brand strategy and guidelines

#### **Product propositions**

- Input into Product Strategy team work to understand competitor landscape and product advantages, and to refine product propositions for new and renewing partners
- Collaborate with cross-functional teams to incorporate customer insights into key messages and all marketing activities
- Support and input into organisational work to define key messages per audience
- Work with the internal team and contractors to ensure all comms are aligned with key messages and organisational tone
- Continue to monitor how competitors are talking about themselves and ensure our marketing is standing out, feeding back insights to the Product Strategy team where relevant

### **Marketing Strategy and oversight**

- Set the AC+ marketing strategy at each point of the pipeline to achieve phased targets for “inbound” leads and conversions, agreeing how budget and resources will be deployed across different channels and content to generate and nurture inbound leads
- Ensure marketing strategy is generating sufficient high-quality leads to achieve targets for conversions to opportunities
- Work with Product Strategy team to agree go to market launch plans for new products, and to agree/maintain key programme-level messaging for new and renewing partners
- With support from the Marketing Manager, continue to monitor the impact of the strategy, including campaign performance and RoI, and refine plans accordingly to ensure targets are met
- Lead and project manage research as needed to improve understanding of effective marketing mechanisms

### **Implementation**

- With support from the Marketing Manager, oversee the implementation of the marketing strategy to a high quality, coordinating cross functional teams and external agencies as needed, including content and channel management
- Oversee ongoing management of content, including thought leadership content, our bank of case studies and testimonials, and programme previews
- Plan and oversee development and maintenance of compelling collateral aligning with customer needs, as needed to support marketing activity at each point in the pipeline including annual subscription renewal campaigns
- This includes areas such as programme and campaign-level plans, lead generation campaigns, content market initiatives to engage leads through the sales pipeline, brand awareness raising through thought leadership strategies, organic and paid digital strategies and campaigns, and maximising opportunities in SEO and social media platforms
- Support Marketing Manager to ensure comms to partner schools and MATs including renewal comms are coordinated and contribute to a positive experience, supporting our impact and ongoing retention efforts.
- Ensure we get the maximum impact from third party relationships and ensure that third party links are maintained

### **People Management**

- Line manage the Marketing Manager, providing excellent pastoral support and development and growth opportunities to enable them to perform to the best of their capabilities and achieve their goals
- Manage an extended team of contractors and external agencies, overseeing their time and outputs, building and maintaining our relationships and ensuring work is completed on time and budget to a high quality
- Lead weekly marketing meetings and co-lead fortnightly sales and marketing meetings
- Work across teams in Ark Curriculum+ to secure capacity, bringing different colleagues into our marketing activities

### **Ark relationship**

- Build relationships with the wider Ark organisation and look for ways to share resources or enhance Ark and AC+ messages together
- Establish/maintain ways of working to capture positive messages from within Ark
- Collaborate with the central Ark communications team to implement integrated PR strategies

### **Budget management**

- Propose annual marketing budget and plan effective deployment across activities informed by the best available data on campaign RoI
- Manage partnerships credit card spend, following processes to ensure all spend is approved in advance and invoices uploaded
- Track expenditure carefully, managing spend to come in within budget
- Manage contracts, POs and invoices

### **Organisational leadership**

- Be part of the AC+ senior leadership team, contributing widely to decision making to move us forward against our strategic aims
- Prepare regular reporting for leadership and other AC+ teams, to provide a transparent view on where we are hitting, exceeding or missing our targets and inviting challenge and support where needed
- Provide support in fundraising efforts, ensuring consistent and effective brand representation in pitches and content submissions

### **General**

- Identify and capture efficiencies in our marketing work, e.g. working with systems to increase automation of non-bespoke journeys
- Ensure compliance and effective data management

## Person Specification: Head of Marketing

### Knowledge & Skills

- Develop a well-rounded foundation with basic knowledge across all aspects of brand management and marketing
- Be comfortable working with data including campaign ROI to inform strategic decision making
- Be able to bring structure to multiple ideas and information, to prioritise and plan across multiple activities and bring the project management capability to orchestrate marketing initiatives across diverse channels
- Be an excellent written and spoken communicator with the ability to distil complex concepts for diverse audiences, and able to recognise and create high quality copy for different purposes
- Have a base-level understanding of SEO and digital marketing, to be able to oversee contractors effectively to maximise potential of these channels
- Have experience in utilising advanced marketing automation and CRM tools
- Knowledge of the education sector
- Experience in Salesforce and ability to manage campaigns in Salesforce
- Experience working in a B2B context

### Personal Qualities

- Bring an open attitude, actively seeking challenge and expertise from inside and outside of AC+ and Ark in the development of our plans
- Adapt quickly, with the ability to understand the purpose and strategic significance of each area
- Have a customer-centred outlook, seeking to understand what matters to and resonates with the schools and trusts we work with, and always bringing back our work to this
- Be an effective manager, able to motivate people and willing to hold them to account, inside and outside of the organisation
- Adopt a results-driven mindset—ready to dive into hands-on work as needed and ensuring all efforts stay purpose-oriented

### 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](#).*