

Job Description

Job Title: Senior Marketing Executive , Learning and Skills

Reports to: Marketing Team Manager , Learning and Skills

Salary: £28,815

Location: Remote/office base with national travel

Purpose

Main Duties and Responsibilities

Marketing Strategy and Planning (Campaigns and Events)

- Use Monday.com to plan, set up and implement successful content-led marketing campaigns for contracts to support meeting and exceeding targets .
- Effectively use Communications to plan out, set up and implement successful marketing campaigns.
- Support with the marketing plan for the full schedule of Learning and Skills events, including national annual events, regional events and employer events.
- Utilise systems effectively to segment data and ensure the correct audiences are being targeted for our marketing campaigns.
- Generate leads for the sales team with learners and employers.
- Input into and adapt the sales and marketing plans to reflect the needs of client groups being targeted for campaigns and events Support with the wider marketing and engagement plans for Shaw Trust Learning and Skills, in line with our five-year growth plan.
- Engage employers, learners, commissioners, partners and third-party referral agencies, identifying appropriate marketing platforms to maximise lead generation.
- Achieve marketing targets and outcomes on time and to budget.
- Ensure the marketing budgets are on track and flag to the marketing manager if there is an overspend.
- Undertake a marketing role on-site at events across the country where needed.

Content creation

- Create engaging and authentic online and offline marketing content from brochures to blog posts and case studies, to videos and reels to podcasts.
- Use product and sector knowledge to appeal to your target groups.
- Produce content-rich marketing copy to support a content-marketing strategy.

- Update our website, intranet and third-party sites (such as National Careers Service and Youth Employment UK) with course information and content, news and blog posts.
- Creation of sales packs to support sales teams, including guides, cheat sheets, presentations.

Data, Reporting and Impact

- Ensure ROIs are maintained and targets are met across Learning and Skills.
- Ensure accurate ROI reporting across all activities.
- Detail-oriented data mining to effectively target audiences (for example google analytics, CTRs, social media, etc)
- Effective segmentation and use of the CRM database.
- Create a monthly report on activities, interpreting data to inform campaigns and strategy.
- Monitor competitor activity and industry news relevant to your contracts. Attend regular contract meetings to report, and inform on, marketing activity across Apprenticeships, loans, short courses, traineeships and all commercial activity.
- Track impact and ROI for all marketing activity and communicate to LS managers
- Input into the wider marketing report for Learning and Skills

Campaign Management and Optimisation

- Plan and implement multi-channel campaigns for all marketing campaigns, including DM, email, social media and PR.
- Support with new marketing initiatives and campaigns. This includes web, PR, social media and e-campaign strategies.
- Attend team meetings relevant to your contract area.
- Source information internally from teams such as quality, customer care and utilise internal contacts to promote programmes across the wider Shaw Trust.
- Ensure campaign content is accessible to all audiences.

Stakeholder Management and Team Working

- Build trusted relationships with contract managers, manage expectations and take on board feedback and offer solutions
- Line management of an apprentice
- Work effectively with the wider marketing and contract teams across Shaw Trust to maximise referrals, supporting cross-working and cross promotion.

- Promote Learning and Skills internally through the intranet and internal communication channels.
- Attend external meetings where needed to enhance stakeholder relationships.
- Support the wider marketing team where necessary.

Key KPIs

- Monthly, Quarterly and Yearly targets. Effectively support with all marketing campaigns to contribute towards our yearly targets being achieved.
- Track all marketing campaigns to measure ROI – I.e. open rates, click rates etc, measuring these against industry best practice standards.
- Managing positive, solution focussed relationships with internal and external stakeholders
- Support Learning and Skills team to deliver the 5 year growth plan

<p align="center">Person Specification</p> <p align="center">Job Title: Experienced Professionals and Technical Specialists</p> <p align="center">(E=Essential D=Desirable)</p>
<p>SKILLS AND CORE COMPETENCIES</p>
<p>Technical competency (qualifications and training)</p> <ul style="list-style-type: none"> • Marketing qualification such as CIM Diploma (E) • Demonstrable evidence of Continuing Professional Development (E) • Good administration, IT and organisational skills with good experience of using MS office software (E). •
<p>Experience</p> <ul style="list-style-type: none"> • Experience of working in a target-driven marketing role (E). • Demonstrable experience of successfully working to targets (E). • Experience in a wide range of marketing techniques (E). • In depth knowledge of further education products and services (E) • Experience of using a range of marketing platforms such as social media, e-marketing, print, PR, external designers (E). • Ability to travel to key events and meetings (E). • Experience of producing management reports and feeding into strategic meetings (E). • Proven experience in managing and reporting on marketing budgets (D).
<p>Skills and Attributes</p> <ul style="list-style-type: none"> • Being well organised, with excellent planning skills (E). • Excel at working to performance targets (E). • Excellent written and oral communication skills (E). • Being able to build and sustain strong internal and external partnerships (E). • Experience of producing management reports and feeding into strategic meetings (E). • A strong ability to create good copy with attention to detail (E). • Able to meet deadlines and manage own time effectively (E). • Can work under pressure and work effectively over several projects (E). • Knowledge of growth areas in the education sector (D). • The ability to note relevant trends and to proactively lead on developing ideas (D).

Personal qualities, communicating and relating to others

- An excellent communicator and strong attention to detail **(E)**
- Build and establish positive, solutions focussed relationships with teams **(E)**
- Experience in a wide range of marketing techniques **(E)**
- Can work under pressure and effectively across multiple projects **(E)**
- Creative in approach to campaigns and content **(E)**
- Organised and flexible approach **(E)**
- A willingness to travel to meetings and events **(E)**
- Comfortable working remotely using a range of digital channel including phone, video conferencing, instant messaging and email **(E)**.
- Understands how to ensure content across all platforms is maximised for accessibility **(D)**

Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. **(E)**
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Other

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity **(E)**

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.

6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust 's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.