

JOB

DESCRIPTION

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| 1. Job specifics | |
| Job Title:  Reports to:  Location:  Department: | Marketing Manager (permanent)  Senior Marketing Manager  London or Slough (Hybrid Remote)  Marketing |

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| 2. About the role | |
| What you’ll be doing? | QA is the UK’s leading provider of technology training and apprenticeship solutions.  The role of the Marketing Manager is to support the Senior Marketing Manager with creating and delivering campaigns for QA Apprenticeships.  This role will create and execute targeted lead generation marketing activities across a range of channels to promote QA Apprenticeships to a B2B audience, with responsibility for creating and delivering B2B campaigns to take QA’s digital and degree apprenticeship solutions to market.  This role will support the Senior Marketing Manager to meet business objectives, work closely with sales and create and execute targeted lead generation B2B marketing activities across a range of channels. |
| Key Responsibilities | * Create and deliver marketing plans that will effectively target customers across multiple channels and drive growth through new customer acquisition, customer expansion and learner progressions * Use customer insight to develop compelling propositions and marketing messages that resonate with the target audiences * Execute the marketing plan on time and in budget, delivering marketing activities with a core focus on lead generation * Run effective internal campaign launches to ensure activities are understood and supported * Work with key stakeholders (Sales & IT) to drive forward process for lead management and measurement of campaign effectiveness * Ensure that all marketing activity is tracked, analysed and reported and learnings used to optimise performance and maximise ROI * Identify the best fit channels and tactics to reach and engage the target audience * Create and deliver marketing collateral and sales assets that support sales conversations with senior buyers * Create an effective lead nurturing programme to optimise conversion rate of leads * Develop relationships with key stakeholders to drive engagement with marketing campaigns * Run effective internal campaign launches to ensure activities are understood and supported * Work with key stakeholders (Sales & wider Marketing team) to ensure lead management process is followed * Use reporting and analytics to optimise performance, identify new opportunities and maximise ROI * Provide performance reporting to senior stakeholders, including commentary and actionable insights * Responsible for delivering a positive ROI on campaigns * To ensure GDPR regulations are adhered to across all aspects of the role |
| KPIs & SLAs | * There will be key measurements linked to lead generation targets, lead quality and revenue targets |
| Key Working Relationships | * Head of Marketing * Senior Marketing Manager * Marketing Manager * Sales Managers / Heads of Sales * Marketing Executives * B2C Marketing team * Digital Marketing Manager * Product team * Social Media Manager * Web Manager * Subject Matter Experts * Graphic Design Team * Head of PR |

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| 3. About You | |
| Your Competencies | **Core**   * Results Driven * Taking Ownership * Collaboration * Continuous Learning   **Role Specific**   * Creativity * Solution Driven |
| Skills & Abilities | * A highly organised individual, comfortable managing multiple projects with ambitious deadlines * Ability to craft compelling, benefit-rich marketing messaging * Thrives working in a fast-paced team environment * Results focused * A detail-oriented approach with a thorough track record of proofreading and attention to detail * Ability to use data driven decision-making to prioritise and drive marketing activities to achieve ROI * Strong stakeholder management skills to ensure projects are delivered on time * Numerate with excellent analysis skills * Exceptional communication skills and confident presenting to senior stakeholders |
| Your Experience | * Demonstrable experience of campaign planning and strategy, preferably working with a B2B technology brand * Proven track record of campaign management and optimisation across a variety of channels * Data-savvy and comfortable using analytics and reporting to measure campaign results and action optimisations * Experience in planning multi-stage lead nurturing campaigns using marketing automation where appropriate * Experience of using analytics and reporting to measure campaign results and action optimisations * Demonstrable experience of producing print and online communications * Experience of managing multiple stakeholders at all levels and suppliers to drive desired outcome * Experience of budget management * Strong planning and organisation skills with an ability to manage multiple projects to tight timescales |
| Your Knowledge | * Experience using marketing automation, preferably HubSpot * Excellent understanding of marketing principles * General knowledge of Microsoft Office essential * Understanding of the apprenticeship market, customer needs and challenges would be beneficial |
| Your Qualifications | * Educated to degree-level, ideally in Marketing or a related subject * Holding a professional marketing qualification will be advantageous |
| What you’ll bring to QA | * An infectious passion for creating effective marketing campaigns that deliver results * An appetite for experimentation complemented with a thoroughness for researching and justifying new ideas, channels and tactics * A proactive, ‘can-do’ approach to work * Self-motivated and able to work independently * First-class organisation skills with ability to prioritise and delegate when required * Target driven * Comfortable working under pressure and deliver to deadlines * A desire to deliver high quality work and constantly looking to improve outputs * Would suit an ambitious individual with a desire to progress and take on more responsibility |