

Marketing Manager – Learners

Basic information

Band: D

Job family: Marketing

Terms: Fixed term contract

Location: Cheltenham

Reports to: Head of Marketing Communications

Team: UCAS to Learner

Business unit: Customer Experience & Marketing



Role purpose:

We are looking for a creative and experienced marketing manager to help us future-proof the path to higher education.

Key duties and responsibilities:

We're looking for an experienced marketing manager to help us connect and engage with learners considering their post-16 options.

The successful candidate will have significant experience in marketing management, and should be able to demonstrate a strong background in delivering successful multi-channel campaigns to an external consumer audience. You'll need to be confident in driving engagement across a range of online channels, and bring ideas about how we can do this.

It's a great opportunity for someone to join our learner marketing team, all of whom have a genuine passion for working together to support over half a million students each year.

Our audience is tech-savvy, so the role isn't just about using traditional media to deliver campaigns. We want someone who will come up with ideas of how we can use the latest platforms and technologies to make a big impact. You'll be fully supported by our in-house creative function, who will bring your campaigns ideas to life (and on-brand, of course!). They'll support everything from concept creative to providing campaign assets whether they are parallax sites, vines or ads.

As a charity, naturally we want someone who cares about what they do, and is passionate about helping make a difference to the lives of young people. In return, you'll be working for a department who will care and invest in you and your development.

We are looking for a marketer with a strong experience of delivering consumer-facing communications to a youth market. You'll be highly organised and familiar with the planning, development, and execution of campaigns – on time and on budget. We want someone who is au fait with the latest market trends and has a proactive attitude to blending them into integrated campaigns.

Finally the right candidate will need to work brilliantly on their own, have the right skills to thrive within an energetic team, and also be able to build good working relationships with colleagues and suppliers.

Accountabilities:

- Working as part of the Learner Marketing Team, the post holder will develop and implement marketing plans and communications with learners, to facilitate informed decision-making and progression into education. This will include the planning, deployment, and report of cycle-related and affinity campaigns.
- This role will own all communications associated with this process, and the post holder will be required to facilitate a smooth customer journey and support the learner strategy. This will include management of UK and international marketing activities, campaign messaging, budgets and measurement metrics.
- Work across the business to develop and coordinate the delivery of marketing, change management, and operations-based communications to ensure consistent tone of voice and appropriately timed messages with the audience.
- Consulting key stakeholders (clients) to develop clear project briefs detailing campaign requirements and objectives.
- Act as the internal account manager for all marketing communication requirements per audience channel, from capturing initial brief, to working with the Design Team, and PR managing client expectations, through to delivery.
- Development of written and face-to-face creative briefs, project delivery plans, and management of delivery teams, to ensure activity remains on track and on budget; ensure timely and accurate reporting so that all activity is monitored, tracked, and shared with the internal client (project and product manager).

- Work with colleagues in corporate communications and brand to ensure consistency of message through all supporting change management collateral and campaigns.
- Implementation of regular client meetings (including presentations of final deliverables for approval), and development of contact and status reports to provide feedback to the client and track progress.
- Share best practice and pro-actively come up with innovative solutions to solve problems.
- To manage relationships with third party suppliers as required, including supporting the deployment of learner-facing incident communications.
- Support the UCAS to Learner Team, as required, to ensure all required communications.

Person specification:

- Significant experience of managing multi-channel customer-facing campaigns – the post holder must be able to demonstrate a track record of managing end-to-end marketing communication campaigns.
- Excellent communication skills, written and interpersonal, including experience of managing and influencing multiple stakeholders.
- Significant experience of marketing communication campaign management and client-facing experience – excellent project management and account management skills.
- Good attention to detail.
- Experience of working in a commercial, fast moving environment.
- Can-do and proactive attitude – able to adapt to change quickly and solve problems.
- Ability to quickly grasp, interpret and re-present information on complex issues.
- Ability to manage budgets.
- Ability to work under pressure, organise tasks and cope with conflicting priorities – either as part of a team or on own initiative.
- Knowledge of digital marketing channels and innovative practices – including social media, email, search, and mobile.
- Experience of liaising with internal and external suppliers and customers on a regular basis.
- Sound working knowledge of Microsoft office applications.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.