Job Description - Marketing Executive

Reports to: Operations Manager and dotted line to p/t consultant Marketing Director

Purpose of role: Support our marketing and communications strategy by taking the lead on day-to-day marketing activities including the website, e-newsletter and social media channels

Responsibilities

1. Manage the website to increase reach by uploading news items, keeping it up to date and creating new pages as required.
2. Manage social media communications increasing engagement and interactions, responding to enquiries, and escalating issues.
3. Manage the monthly e-newsletter planning and drafting content, organising sign off, publishing and monitoring the results.
4. Manage the UTC brand on a day-to-day basis advising agencies and UTCs on its correct use.
5. Manage production, distribution and storage of collateral including publications, brochures, banners, images and video.
6. Produce marketing copy for collateral, the website and social media.
7. Oversee the work of our external AdWords agency to ensure best value and optimum traffic and click throughs.
8. Measure the impact and effectiveness of marketing activities by analysing data for MailChimp, Google Analytics, HootSuite, etc.
9. Collect and analyse student recruitment data from UTCs and collate for use by the team.
10. Oversee the Members' Library, managing quarterly reviews of its content to ensure it is kept up to date and monitor usage.
11. Work with the Marketing Director on a range of special projects including national PR campaigns and new developments to the website and Members' Library.
12. Prepare monthly reports based on the marketing plan for the Operations Manager and the Marketing Director.
13. Liaise with the Team Assistant to produce the monthly UTC Update and other marketing activities as required.
14. Work with the Senior Fundraising and Events Coordinator on marketing related events aimed at UTCs.
15. Oversee our presence at the Skills Show working with our external consultant.
16. Work with the Marketing Director, Edge press team and external PR agencies to keep up to date with PR activities and ensure marketing activities are aligned with them.
17. Set up and manage surveys using Survey Monkey.
18. Provide information to help deal with media enquiries.
19. Manage relationship with Transport Planners at Atkins on the supply of individual UTC transport maps.

You may be required from time to time to carry out tasks in addition to, or instead of, your normal duties, provided that they are reasonable and within your capabilities.

Requirements

- Five years' experience of business-to-business marketing, ideally with experience in the education sector.
- Expertise in digital marketing, in particular email marketing using MailChimp (or similar), website optimisation and social media marketing.
- Solid understanding of the traditional marketing mix.
- Excellent copywriting skills and experience of creating copy for a wide range of audiences.
- Experience of managing a range of social media channels and an understanding of how these work together.
- Experience of using content to create engagement on social media platforms and to drive website traffic.
- A real talent for analysing large amounts of data to inform, monitor and evaluate marketing plans and activities.
- Ability to manage a busy workload and juggle a range of activities at the same time.
- An understanding of data protection law within the context of marketing.
- Comfortable working in a small, fast-moving organisation.
- Able to adapt to change and react quickly to new priorities.
- Confident and clear communicator with good presentation skills.
- Able to develop and evaluate creative ideas and show initiative.
- Able to embrace change, and make improvements to working practices.
- A strong team player, able to make a positive contribution to campaigns and projects.

Desirable

- Experience of PR and stakeholder relations.
- Experience of student recruitment marketing.
- Experience of working in the education sector.
- Experience of working in small, start-up organisations.