

## Job Description

<b>Job title:</b>	Marketing and Communications Lead, UK
<b>Group:</b>	Education Services Group
<b>Dept/Project/Service:</b>	UK Education Services (UKES)
<b>Reports to:</b>	UK Director
<b>Responsible for:</b>	Marketing Manager and Marketing and Communications Assistant
<b>Usual office base:</b>	Reading, UK and Remote (hybrid working)
<b>Grade:</b>	3

### Job purpose:

The Marketing and Communications Lead is responsible for the development and implementation of the overarching UK Education Services' marketing and communications strategy and plan, leading the branding and position of the UK portfolio and delivering high profile, relevant and targeted marketing and communications to ensure successful delivery of the UKES's strategic priorities and to help drive growth and gain competitive advantage in key markets and with key customers. The role holder will lead the UK Marketing and communications team to provide high quality marketing, public profile, and communication services to the programme teams through a matrix management model, working closely with the organisation's corporate Marketing & Business Development teams.

### Job objectives:

1. Develop the overarching strategy, approach and detailed plans to direct the UK Education Services' marketing and communications activity that aligns across all channels with the UKES's strategic priorities and maximises opportunities and positions for Education Development Trust with existing and potential clients and partners, in current and future markets.
2. Take responsibility for capturing and analysing market intelligence to improve audience targeting and engagement and inform evidence-based decision making by the UKES senior management team.
3. Provide overall leadership coordination on all aspect of brand positioning, thought leadership, events and research and development to build the UKES's profile and presence.

4. Oversee the provision of marketing services to programme teams in order to meet Key Performance Indicators (KPIs), particularly those related to recruitment. Ensure that marketing activities are cost effective and promote the development of creative and innovative approaches.
5. Oversee the development and provision of marketing toolkits for delivery partners to support their recruitment activities, including support with web design, social media, content creation, graphic design, events and publications.
6. Being an active and collaborative member within the UKES Senior Management Team and the Education, Partnerships and Programme teams to ensure that the UK Marketing and Communications team support events, publications and digital presence in line with marketing strategies, measuring impact and effectiveness of approach(es) to inform future senior management decision making, engagement and activities.
7. Contribute to solution design during the bidding stage, using marketing and recruitment expertise to inform approach and support the development of marketing and recruitment plans for new programmes as they move through the mobilisation phase.
8. Own the Client Relationship Management (CRM) database for UKES, working closely with Corporate Marketing and Public Affairs, to define and drive usage protocols across the business, in collaboration with business improvement, programme and partnerships teams, to ensure that it is used effectively to support relationships development and management.
9. Working closely with Education Development Trust's Corporate Marketing & Public Affairs team, ensure that best practice is applied across all programmes, that high standards of delivery are applied, and that opportunities to maximise outcomes, for all programmes are optimised through sharing and using combined knowledge.
10. Ensure effective people management within the marketing and communications team and contribute to the UK people and culture strategy to enable effective succession planning, recruitment and talent pooling which leads to the team having appropriate expertise for current and future needs.

### Person specification:

#### Knowledge

##### Essential:

- Educated to degree level or equivalent level of experience, with senior professional development in marketing
- A recognised marketing qualification e.g. Chartered Institute of Marketing or equivalent
- Demonstrable knowledge of marketing and communications a deep understanding channels, platforms and approaches appropriate to key audiences in the education sector
- An in-depth understanding of market insights and research, and of the strategies used to develop, capture, and learn from these to inform marketing approaches and senior team decision making
- Understanding and use of CRM packages and processes

- Understanding how to market and communicate a portfolio service offering

Desirable:

- Good knowledge of the education sector

## Experience

Essential:

- Extensive professional experience of developing and implementing marketing and communications strategies to achieve objectives
- Track record of creating, delivering, and evaluating integrated marketing and communications plans, involving multiple internal and external stakeholders, and working in a matrix structure to deliver planned outcomes
- Experience of working with branding strategies to support business development and growth
- Experience of leading a team, working collaboratively and supporting colleagues through a matrix management approach
- Experience of managing budgets

Desirable:

- Commercial experience with the ability to interpret approach within commercial models and critically understand the impact of marketing decisions / approaches on commercial outcomes

## Skills

Essential:

- Excellent communication and influencing skills, with the ability to establish effective working relationships with a range of internal and external stakeholders
- Excellent strategic thinking skills and the ability to plan strategically and tactically
- Ability to plan, manage and deliver complex projects
- Excellent writing skills

**Competency Band:** 3

**Key Competencies for the role:**

<b>Our Values</b>	<b>Key Competency 1</b>	<b>Key Competency 2</b>
<b>Excellence - Creating and Leading Success</b>	Delivering the vision	Creating and innovating
<b>Integrity - Supporting and Building Trust</b>	Valuing views and needs of others	Following through responsibilities
<b>Accountability - Delivering and Improving</b>	Continually improving	Delivering commercial outcomes
<b>Collaboration - Engaging and Partnering</b>	Building effective relationships	Engaging others to achieve goals

**Job Family:** Marketing & Communications

***Education Development Trust is committed to safeguarding and promoting the welfare of children and adults whom we work with and come into contact with around the world. All applicants are subject to thorough screening and for applicable roles, successful candidates are subject to relevant criminal record checks with national police authorities or the UK's Disclosure and Barring Service.***