



Marketing Executive

Up to £40k pa - Depending on Experience
Permanent contract

Laptop & free secure parking

37hrs per week (with flexible working hours and working from home)

Pension, Minimum 24 days annual holidays – plus Public Holidays

Significant professional development opportunities

The opportunity

SAAF Education is a key strategic partner to a vast array of schools and academies. This exciting vacancy presents the right candidate with the opportunity to build on our current branding and communications strategy as well as developing robust marketing strategies for our services from inception to launch. You will be required to work closely with our sales team to reach our niche market demographic.

The role has emerged due to our continued expansion, which has led us to look for a driven and imaginative Marketing Executive to raise our profile and expand our brand awareness across the education sector. As well as being confident and competent in delivering creative and engaging content across digital platforms, you must be a talented blog writer with impeccable spelling and grammar. You will bring experience in digital communications and marketing especially with professional audiences; use and analytics of social media platforms; competency with Wordpress and Hubspot, alongside strong planning and ability to work across a team.

The role is predominately home-based, with flexibility in hours, making it perfect for an established communications professional who is looking for a flexible role that still provides plenty of challenge and opportunity.

Although we are looking for someone with the right qualifications, we are interested in hearing from passionate people with the right attitude and experience, alongside a flexible and solution focused proactive mindset.

Responsibilities

- Work closely with the owner-directors in achieving the company's corporate objectives
- Oversee the website and its contents and update accordingly in line with changes to SAAF products, government announcements and key deadlines
- Develop and monitor an annual marketing calendar for multi-channel campaigns
- Take part in regular planning meetings to ensure upcoming marketing activity complements key education deadlines and policy
- Staff training and internal communications
- Set up processes and measurements to monitor the efficiency of all marketing activities
- Grow and develop our current social media strategy and set goals to increase brand awareness and increase our overall engagement, following and lead generation
- Own the CRM journey – including triggered messages and one-off newsletters and campaigns – and plan, produce and build all campaigns
- Write marketing material, including blogs on relevant issues and announcements relating to the education sector
- Plan, execute and report on digital advertising and SEO

- Plan and produce (or oversee the production of) all marketing content, including copy and creative assets, with support from external contractors (i.e. photographer, copywriter, graphic designer) as required
- Organise conference material and be the face of SAAF at all conferences to drive leads and nurture existing clients
- Seek out and oversee opportunities from publications to support brand awareness be it interviews, product placement or articles relevant to the education sector.
- Manage the annual marketing budget, making decisions on spend and activity.

Skills

- Excellent working knowledge of Digital Marketing
- Excellent customer relationship management knowledge
- Good working knowledge of PPC & Google Analytics (certification will be a bonus)
- Good understanding of SEO and its applications
- Strong social media marketing skills
- Sound email marketing skills
- Excellent written skills (perfect grammar)
- Commercial acumen
- Good networking skills
- Has the ability to self-manage and be a self-starter
- A decision-maker who can think outside of the box
- Hard-working
- Presentation skills
- HubSpot Marketing and HubSpot Automation Experience
- Inquisitive self-developer who is willing to learn, adapt and implement new marketing techniques
- Professional and positive attitude
- Willing to go the extra mile in order to succeed
- Creative thinker with a proven record of success

Experience

- Preferred experienced in working with owner-directors
- Staff management experience
- Proven track record of nurturing and developing professional relationships
- Experienced in multi-channel marketing, with a Marketing/Digital degree and/or three years' experience in a similar role
- Passionate about making marketing communications as relevant and engaging as possible, gleaming insights from customer data and education policy and personalising content in a thoughtful, concise and clear manner
- A positive and persuasive communicator, and able to write first-rate copy / literature / blogs with impeccable spelling and grammar
- Committed to providing the best possible experience, whether digitally or in person, for both current customers and leads
- Thorough data analysis and reporting
- Up-to-date and eager to learn about new marketing and social trends, activities and technology
- Experienced in budget and project management
- Proficient with Microsoft Office, Google Analytics and Adobe Creative Suite (InDesign, Photoshop)
- Flexible when it comes to working hours – in particular surrounding key education sector deadlines and marketing events – and prepared to go the extra mile for success

Qualifications

- Level 2 or equivalent in Maths and English and educated to 'A' Level or equivalent
- Degree in Marketing or similar desired but not essential. Ideally CIM qualifications.

Personal Qualities

- Able to drive and access to own vehicle
- Strong interpersonal skills
- Proactive
- Remain calm under pressure and ability to handle challenging/sensitive issues
- Confident and assertive leader
- Self-motivated
- Strong team player