

Job title:	Content Marketing Manager
Job ref:	HFL1349
Hours:	37 per week
Salary band:	Band 4 – Up to FTE £30,000 p.a
Contract:	Permanent
Reports to:	Head of Marketing
Team:	Marketing and Events
Location:	Currently remote due to Covid-19. Post Covid-19 will include working 3 days in the Head Office – Stevenage and 2 days remote working. We are willing to consider full remote working.

Our company

Herts for Learning (HfL) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HfL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

Job context

The Content Marketing Manager reports to the Head of Marketing within HfL's Marketing and Events team. They provide the business with professional, strategic digital marketing expertise across a wide range of marketing initiatives and project based work.

The Content Marketing Manager works in collaboration with other marketing managers within the marketing team and manages the planning and delivery of digital marketing campaigns to support the business and education service team's priorities, timescales and budgets.

In addition, the Content Marketing Manager has line management responsibility for the Content Marketing Lead, the Digital Marketing Assistant and the Digital Marketing Apprentice.

Leadership

- To provide line management and appropriate support and coaching for the Content Marketing Lead, the Digital Marketing Assistant and the Digital Marketing Apprentice
- Maintain professionalism at all times and be an advocate for ensuring high customer service standards across the business
- Work flexibly and proactively within the Marketing and Events team and provide support as and when needed to other areas of the business

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary, particularly in light of the current Covid-19 situation.

Person specification

Please provide a supporting statement outlining why you are applying and how you meet the criteria below;

An experienced marketing professional with:

- A minimum of five years' experience working in a marketing role within a fast paced commercial organisation
- Practical experience of delivering successful marketing campaigns, with a specific focus on digital marketing channels
- Be fully conversant with social media channels and managing Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube/Vimeo etc.
- Proven experience of driving social media engagement in a non-personal capacity (e.g. for a business, charity or other organisation), across multiple channels including Facebook, Twitter and LinkedIn
- Experience of scheduling social media posts using Sprout Social or similar tools
- Experience of running paid for social media campaigns
- Experience of Google Analytics
- Experience of creating and working with bulk email platforms such as Mailchimp.
- Experience of training on aspects of digital marketing to upskill colleagues and peers
- Experienced in creating and manipulating images using Adobe Creative Suite e.g. Photoshop, InDesign or Sparkpost
- Experience of creating videos and using Adobe Premier Pro and After Effects
- Experience of creating podcasts
- Experience of working with third party suppliers and industry partners including marketing agencies, publishers, proof readers and graphic designers
- Ability to work and communicate effectively at all levels
- Line management experience
- A team player

Skills and qualifications

- A recognised marketing qualification (desired but not essential)
- Ability to write creatively, clearly and concisely and create content appropriate to channel and audience
- Excellent attention to detail and accuracy
- Good organisation skills, with the ability to meet tight deadlines and manage their own diary
- Good understanding of data and the ability to analyse and succinctly report findings
- Ability to competently use software packages such as Microsoft Office (Windows/ Microsoft Office (Word, Excel, PowerPoint & Outlook), Hootsuite/Sprout Social and Adobe Creative Cloud
- Ability to use social media, bulk emailing platforms and scheduling software
- A full clean driving licence and the ability to travel

For an informal discussion regarding the role, please contact Jo Leigh, Head of Marketing on jo.leigh@hertsforlearning.co.uk

Equal Opportunities

HfL is committed to the aim of ensuring that everyone who applies to work for us receives fair treatment and we positively encourage applications from suitably qualified and eligible candidates regardless of age, disability, race, sex, gender reassignment, sexual orientation, religion or belief, marriage and civil partnership and caring status. We expect all our staff to demonstrate a commitment to advancing equality of opportunity and fostering good relations.

Disclosure and Barring Service

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview you will receive more information.

Health and safety

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

Intellectual property rights

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

