**JOB DESCRIPTION**

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| **POST TITLE:** | Marketing Business Partner – Learning Unlimited |
| **GRADE:** | Harmonised Salary Scale Point 27-30 (£26,283-£28,716) |
| **WORK ARRANGEMENTS:** | 37 hours per week/52 weeks per year |
| **DEPARTMENT:** | Marketing  |
| **RESPONSIBLE TO:** | Director of Marketing |
| **JOB PURPOSE** | This new role has been created to aid the growth and development of the college group’s apprenticeships and commercial arm of the business. Learning Unlimited operates throughout much of the UK and works with 1,900 employers. Dedicated marketing support is required throughout the year to ensure that marketing opportunities are maximised, planned and achieve greater ROI. You will be a marketing ‘all rounder’, ideally with experience in campaign management, social media, copy, PR, web, events and the creative process. You must have the ability to analyse and report on marketing activity and assess value for money, as well as having a nose for seeking out new opportunities to build the brand and attract new customers. You will act as a point of contact for Learning Unlimited staff who require marketing support and advice, and will be required to travel on occasion to regional centres across the UK. You will work closely with the college group’s internal marketing team to book in design work and oversee the events, website and social media channels for the Learning Unlimited brand, generating content, sourcing case studies and writing entries for awards. This is busy, intense role with a vast amount of responsibility, so the ability to remain calm, measured and focused is vital.Your goal is to ensure Learning Unlimited becomes a national brand and the first-choice for employers looking to develop their workforce.  |

# **DUTIES AND RESPONSIBILITIES**

1. Work with the Director of Marketing to develop a marketing plan that grows the Learning Unlimited brand in key regional areas.
2. Work with the Commercial Director to understand key commercial priorities and provide marketing solutions.
3. Support regional LU centres in arranging and attending key recruitment events.
4. Create campaigns, both online and offline, to promote the LU brand and opportunities to employers.
5. Source and generate content for social media and the LU website.
6. Produce copy for case studies, website content and awards entries.
7. Take responsibility for maintaining the LU website, ensuring the offer is accurate, content is SEO friendly and the user experience is outstanding.
8. Assess and analyse campaign performance, reporting back to the Director of Marketing and Customer Experience.
9. Be the central point of contact for all LU staff who require marketing support or advice.
10. Contribute to the development, implementation and monitoring of advertising and promotional campaigns using a range of promotional mediums – radio, outdoor advertising and liaison with external agencies etc.
11. Contribute to the annual marketing plan and ensure it is successfully delivered.
12. Monitor and report on the effectiveness of marketing campaigns and communications.
13. Actively engage with customers to generate feedback and make recommendations to the Director of Marketing.
14. Effectively engage with relevant managers and other staff as appropriate to ensure the delivery of marketing activity.
15. Represent the marketing team at meetings as required.
16. Oversee and provide guidance on the development of Learning Unlimited’s social media presence, aiming to increase reach and engagement figures in line with the marketing business plan.
17. Be aware of the limitations of the Learning Unlimited marketing budget and ensure value for money and return on investment.
18. Contribute to the self assessment process and inspection.
19. Represent the College externally, promoting excellent external relationships and a positive corporate image.
20. Support college events as necessary (may require occasional evening and weekend work).

**Person Specification**

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| **Post:** | Marketing Business Partner – Learning Unlimited | **Department:** | Marketing |

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| **Key Requirements:** | **Essential/****Desirable** | **Assessed** |
| **Qualifications:** |  |  |
| English and Mathematics at Level 2 | **E** | **A** |
| Degree or equivalent in a related discipline | **D** | **A** |
| **Experience:** |  |  |
| Significant experience in a marketing environment (at least 3 years) | **E** | **A, I** |
| Experience managing campaigns, online and offline | **E** | **A, I, T** |
| Extensive experience of account management in an agency or in-house setting | **E** | **I** |
| Experience in working with creatives and being part of the creative process | **E** | **A, I** |
| Experience writing copy for a range of formats | **D** | **I** |
| Practical experience working within a range of marketing and communication disciplines, including (ideally) web, social media, design, copy, PR, events, campaign management, multimedia | **D** | **A, I** |
| Knowledge of a wide range of advertising and promotional formats with the ability to create, plan and cost external campaigns | **E** | **A, I** |
| Knowledge of maintaining websites via platforms such as WordPress | **D** | **A, I** |
| Experience in presenting ideas to non-creatives | **E** | **A, I** |
| Work in the Further or Higher Education sectors | **D** | **A, I** |
| Proven experience of brand management responsibilities | **E** | **A, I** |
| **Skills/Knowledge:** |  |  |
| Excellent presentation skills | **D** | **A, I** |
| Ability to work as part of a team | **E** | **I** |
| Able to effectively network with and influence others  | **D** | **I** |
| Project management skills | **E** | **I** |
| Excellent communication and interpersonal skills | **E** | **I** |
| Computer and keyboard skills | **E** | **I** |
| Understanding of the wider marketing function in education and training including PR and engagement | **D** | **A, I** |
| Competent word processing, ability and knowledge of databases and PowerPoint | **E** | **A, I** |
| A customer-orientated approach to working | **E** | **A.I** |
| Knowledge of the post-16 education sector | **D** | **A, I** |
| **Qualities:** |  |  |
| Ability to work under pressure | **E** | **I** |
| Willingness to undertake some travel in line with the needs of the role | **E** | **I** |
| Willingness to some work unsocial hours when needed | **E** | **I** |
| Flexibility in working patterns | **E** | **I** |
| Reliable | **E** | **I** |
| **Other Requirements:** |  |  |
| An understanding of Safeguarding of Children & Vulnerable Adults within the workplace | **E** | **I** |
| Full commitment to Equal Opportunities and anti discriminatory working practices | **E** | **I** |

**E = Essential D = Desirable**

**A = Application I = Interview T = Test**

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| **Produced by:** | D Laverick | **Date Produced:** | July 2018 |