

Senior Marketing Executive

Job description

Job title:	Senior Marketing Executive
Reports to:	Head of Marketing and Communications
Responsible for:	No direct reports

SSAT

Schools can be the most inspiring communities on earth, but there can be many pressures that stifle their potential. SSAT is a membership organisation enabling ambitious schools to break through by thinking differently. We help with our knowledge of what works in schools, our world leading CPD programmes and our thriving networks of school leaders and teachers – the most extensive in the country.

At SSAT we're committed to:

- putting customers first and knowing our members well
- a membership offer that's highly relevant and value for money for all schools
- providing high-quality professional development programmes in areas including leadership, teaching and learning and curriculum
- developing a high-performing, enthusiastic team who collaborate to maximise the knowledge and skills of all colleagues

To work at SSAT you should be committed to:

- working together to achieve the organisation's objectives
- contribute to and follow SSAT processes and systems to put our customers, schools and teachers first

The role of Senior Marketing Executive

As Senior Marketing Executive you'll work with colleagues in the Marketing and Communications team to plan, design and deliver marketing campaigns of the highest quality. Focusing on professional development training programmes and events for school leaders and teachers, you'll work with SSAT's Project Management, Education, Sales and Technology teams to make sure our products and services are communicated to targeted audiences in a compelling and timely way.

Key elements of the role

- Own and deliver marketing campaigns to the key Secondary Schools market for SSAT memberships, professional development programmes and events, including:
 - Planning and producing multi-channel campaigns for lead generation and direct sales, utilising excellent copy writing and proofreading skills
 - Differentiating messaging and targeting the SSAT product range to key customer groups through the email channel
 - Managing and optimising PPC campaigns across the SSAT portfolio
 - Delivering advertising through SSAT and external publications and online placements, and maintaining relationships with key advertising suppliers to drive value

- Working with the Content Manager to identify the most relevant marketing content to be targeted across customer groups through all channels and at all stages of the customer journey
 - Termly campaign planning and reporting to key stakeholders through planning and review meetings
 - Using customer data through Microsoft Dynamics CRM to segment and target campaigns
 - Analysing of campaign performance, and reporting back to the organisation
 - Creative planning of marketing strategies to review current practice and develop new initiatives
- Manage competing priorities and ensure that all deadlines are met
 - Work collaboratively within the marketing and communications team and across other teams to build excellent relationships with stakeholders
 - Proactively learn about the aims and objectives of SSAT and the individual products and services you're responsible for
 - Stay up to date with key developments in education, and how the effect teachers and schools as well as how they impact SSAT
 - Attend events and meetings (with occasional travel), representing SSAT and building relationships to ensure that all customers and third parties feel a valued part of our network
 - Be aware of and work towards SSAT team goals and targets

About you

- Educated to degree level and/or holding a marketing qualification
- Significant experience gained within a marketing team or related discipline
- Able to work proactively, quickly, responsively and with an openness to embrace new ideas and ways of working
- Enthusiasm to work and contribute to a team as well as ability to work autonomously
- Ability to prioritise tasks effectively, work on initiative and meet deadlines
- Experience using Microsoft Office and other basic software
- Preferable experience of working with a CRM system, ideally Microsoft Dynamics, and experience of an email system, ideally MailChimp
- Excellent written and spoken communication skills appropriate to a wide range of audiences
- Good numeracy skills
- Willingness to share knowledge and effective practice with others
- Proofreading, copy writing and data analysis skills demonstrating close attention to detail

This job description is not exhaustive and you may be required to undertake other tasks as required.