

Job title:	Marketing Manager
Reports to:	Head of Brand
Responsible for:	No direct reports

We are **SSAT, the Schools, Students and Teachers network**.

We exist to help improve outcomes for all young people. As a membership organisation of schools and academies across the UK and internationally, we work with leaders, teachers and students to drive school improvement and innovation, and celebrate their successes. We believe in **a truly school-led system**, with schools working in partnership across and beyond the education sector.

At SSAT's heart are our **membership networks**, bringing together school leaders, teachers and students. We have been working with schools for over 30 years, and continue to offer **insight and understanding** into teaching, learning and system leadership. Our **professional development and school improvement programmes** help leaders and teachers to further outcomes for all young people, and develop leadership at all levels across the system.

We are SSAT and we provide fresh ideas for ambitious schools.

To work at SSAT you should be committed to:

- working together to achieve the organisation's objectives
- contributing to and following SSAT processes and systems to put our customers first.

Role

The Marketing Manager works in the Brand team and will be responsible for developing and implementing a coordinated multi-channel marketing strategy for the SSAT portfolio. Working closely with the Head of Brand and colleagues across the organisation, they will ensure that these online and offline campaigns are highly targeted and delivered to budget and schedule, and have measurable indicators of impact and engagement.

Responsibilities

- working with the Head of Brand, develop and deliver an integrated, highly-targeted multi-channel strategy promoting SSAT's portfolio of products and services which is informed by the latest research and industry best practice
- support and collaborate with members of the Brand team to create a seamless customer journey across all touchpoints
- identify appropriate marketing channels, undertaking research and learning as required to master new ones and ensure the marketing mix is the most effective for purpose
- use CRM to target segments and track leads as part of data-informed strategic planning
- work collaboratively with teams across the organisation to build excellent relationships with stakeholders
- use customer data and targeted messaging to segment and target key customer groups to create personalised email communications
- engagement and impact analysis, and preparation of activity reports

- manage competing priorities, working to tight timescales, while meeting all deadlines and delivering high-quality work
- be informed of key developments in education, how they affect teachers and schools, and how they impact SSAT.

About you

- educated to degree level with a marketing qualification and significant experience gained working in a marketing team
- proven ability to produce high-quality, SEO-friendly, engaging messaging across a range of channels – including social – for multiple audiences
- excellent copywriting, editing and proofreading skills, illustrating attention to detail, accuracy and precision
- demonstrable success of implementing a content-led marketing strategy
- experience of working with an email marketing platform, ideally MailChimp, and CRM system, ideally Microsoft Dynamics, and a solid understanding of the Microsoft Office suite
- able to communicate at all levels clearly and concisely with the ability to confidently present ideas and influence decisions
- experience in running PPC advertising campaigns using Google Adwords and Bing Ads
- willingness to share knowledge and effective practice with others
- able to work collaboratively, proactively, quickly and responsively, and with an openness to embrace new ideas and ways of working
- excellent multitasking experience demonstrated through the ability to manage and deliver multiple projects at the same time
- able to work successfully as part of a team, yet able to organise and prioritise own workload
- experience of working in education and for a membership-based organisation would be desirable.

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

SSAT is an equal opportunities employer.

Last updated: August 2019