



Role Title: Marketing Manager	Date Profile Created: May 2022	
Department: Marketing	Salary £35 - £42K pa	FTE: 1.0 (37 hours p/w)

Reports to: CEO

Responsible for: Marketing Executive

Job role description

To develop marketing strategies and tactics in order to drive qualified leads and cement the company's reputation with stakeholders.

Role specific responsibilities:

- To create and deliver the marketing plan for Keystone Knowledge and SchoolMark, developing strategies and tactics to drive qualified traffic to the company
- Deploy successful marketing campaigns and own their implementation from idea to analysis
- Experiment with a variety of on and off-line channels in order to establish the best route to market, including event management, paid social media, publicity, email and content creation
- Produce, oversee and approve valuable and engaging content for the websites and blog that targets and converts our target audience, ensuring all content sits within brand guidelines
- Manage and attend exhibitions and events, producing, overseeing and approving relevant collateral to help drive conversations and leads
- Contribute to the company's customer profile and competitor analysis
- Build strategic relationships with third parties such as suppliers and key industry players
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds to produce maximum return on investment
- Line-manage the Marketing Executive
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyse consumer behaviour and adjust email and advertising campaigns accordingly



General responsibilities:

- Work in accordance with our policies and champion our vision and values, maintaining the companies' reputations
- Observe the health and safety policies and procedures
- Invest time in your own development; attend training, undertake personal research and identify opportunities for your personal continual development
- Recognise that Keystone is a growing business and undertake all reasonable requests in line with your position
- Work to the highest standards of corporate and social responsibility
- Be committed to our ethics and values in relation to equality, diversity and inclusion

Person Specification

Job Title: Marketing Manager		Department: Marketing	
Essential	Assess by	Desirable	Assess by
Attainments and Qualifications			
Educated to degree level (2:1 or higher) or relevant experience in: Marketing management, marketing analysis	A, I	CIM qualification (or equivalent)	A
Experience			
Experience which demonstrates professional competence to operate at a Marketing Manager level	A, I, P	Experience of working in the education sector and/or a service sector	A, I
Experience of services marketing	A		
Experience of identifying target audiences and creating, and managing, commercially focused marketing campaigns, across on and off-line channels, that produce qualified leads	A, I, P	Experience of event/exhibition management	A, I
Experience of producing campaign and activity analysis and subsequently implementing learnings	A, I		
Skills and Knowledge			
Commercially astute with the ability to deliver ROI	A, I	An understanding of issues effecting the education sector	A, I
A sense for the aesthetics and a love for great copy	A, I		
Ability to work remotely, managing time and organisation, including remote line-management	A, I		A, I
Use of Microsoft teams, Hubspot, analytics software, social media platforms and CMS systems	A, I		
Numerically literate; budget setting and management, interpretation of data	A, I		
Ability to develop strong working relationships with team members and third parties	A, I		
Up to date with the latest marketing trends	A, I		



Ability to effectively lead and line-manage a team	A, I		
Ability to identify need and implement appropriate processes and working practices	A, I		
Personality and Disposition			
Can-do with a hands-on attitude	A, I		
Confident self starter; effective working on own initiative	A, I		
Team player	A, I		
Flexible and responsive to the needs of the business	A, I		
Able to act within the company's values			
Willing to understand and abide by safeguarding policies and procedures	A, I		
Other			
Ability to obtain a successful DBS check (carried out by Keystone).	A, I		