

Job Title: Marketing Coordinator
Location: London / home based
Department: BrandEd
Reports to: Senior Director, Global Marketing
Salary: £42,000-£45,000
Contract: Permanent, full-time

About us:

BrandEd's mission is to build compelling education programs in partnership with the world's best brands. At present, BrandEd's core schools are The School of The New York Times and Sotheby's Institute of Art; both are among the largest and leading educational organisations of their kind. New projects are launching in 2022, including a partnership with an international sports organization with ties to a Premier League football team.

The Role:

The Marketing Coordinator is tasked with working closely with the Senior Director of Global Marketing and Director of Growth Marketing to contribute to a variety of marketing activities. The role will focus primarily on Sotheby's Institute and the new sports business initiative. This will include facilitating the production, maintenance, and distribution of communications pieces and content such as emails, collateral, and the website. The role will also participate in market research, data and reporting, advertising and promotional plans, and other initiatives related to promoting these two brands and their educational offerings.

The Marketing Coordinator will be a strong writer who can move between different written voices and styles; they will also think analytically, using data to make informed decisions. Other core traits the incumbent will possess are an enthusiasm for collaborating with others, the ability to multi-task, and to produce excellent work creatively and quickly.

This position will sit within the marketing function of Global Enrollment and Marketing (GEM), a department that serves all schools and BrandEd interests. As a group and a business function, the marketing team focuses on full-funnel acquisition leveraging digital marketing, paid promotions, marketing communications, and MarTech to build and convert the customer pipeline. Alongside other areas of GEM (business development and partnerships; web and design; enrollment), we are entrepreneurial, data-driven, business-minded, and an agent for change internally and in the landscape of traditional education. The Marketing Coordinator should share these core traits.

Responsibilities

- Contribute to product roadmap, data and reporting, and go-to-market strategies
- Design and deploy prospect emails for each school, including regular newsletters and program-specific announcements (e.g. deadlines or new courses launching)
- Test and report on the efficacy of emails as an engagement and conversion tool – analyzing the performance with tactical goals in mind e.g. driving web traffic or course registrations
- Assist in the writing of copy including editorial pieces, student profiles, course descriptions, and other marketing content on school and company web properties
- Help maintain school websites with timely content
- Contribute to marketing reports and analysis, from market research to internal assessment of KPIs and activities
- Participate in branding exercises such as the crafting and refining of mission and vision statements, development of personas, or tone and voice exercises.
- Oversee production of material for collateral e.g. program prospecti or printed brochures
- Liaise with internal and external partners to promote key initiatives, programs, and collaborations
- Assist with vendor management
- Plan and deploy communications for non-student audiences, such as alumni, parents, educators, agents, and industry partners
- Ensure copy for lead nurture email streams (automated) by program remain relevant and updated in line with recruitment cycles and program developments

The above list of responsibilities is not be exhaustive, and the role holder will be required to undertake such tasks and responsibilities as may reasonably be expected within the scope and grading of the post.

Role requirements

- Role is based in London, the successful candidate will need to be present in the office occasionally, and to work flexible hours with colleagues based in New York
- IT literate including CMS and CRM
- Able to travel nationally and internationally
- Educated to degree level or equivalent
- Work experience in marketing role
- Interest or passion in art and/or sport is desirable
- Excellent command of the English language, including oral and written communication skills

Please note the following:

1. Please submit your CV and a covering letter demonstrating how you meet the person specification for this position to: vacancies@sothebysinstitute.com
2. Please state where you have seen this role advertised.
3. Please include details of 2 referees, one of which should be your current / most recent employer. Referees will not be contacted without seeking prior agreement with applicant.
4. Salary dependent on skills, qualifications and experience
5. Benefits include 25 days annual leave plus minimum of 2 days additional leave during the Christmas period, life insurance and 24/7 access to an Employee Assistance Programme.