

Marketing Manager
BrandEd / Sotheby's Institute of Art - London
London / Hybrid working
£38,000 - £42,000

Are you an audience-focused marketer? A copywriter who crafts sentences that inspire and motivate?

BrandEd partners with some of the world's best brands to build compelling education programmes. Our schools are The School of The New York Times, Sotheby's Institute of Art and City Football Leadership Institute – recently launched in partnership with City Football Group, the owners of Manchester City FC.

We are seeking a worldly, dynamic and experienced Marketing Manager to specialise in content production. The Marketing Manager will have responsibility to create outstanding written and narrative content for all three schools, helping ensure our enrolment targets are met.

You will lead marketing initiatives to communicate with our wide-ranging global audiences across emails, editorial, collateral, and the website with measurable results.

The role will be able to take ownership of content initiatives, such as email marketing and editorial. You will also be able to jump into collaborative opportunities, such as launching new partnerships and participating in integrated campaigns.

It essential that you could use analytical skills to understand the audiences you are communicating with, and possess the technical skills – like SEO – to assess the measurable impact of our content.

This is a full time, permanent role based in London with hybrid working. See below for full role description.

What we can offer you:

- A salary of £38,000 to £42,000
- Hybrid working in Bedford Square London / Home working
- 25 days annual leave plus bank holidays and additional closure days during the Christmas period
- Life assurance of 4 times annual salary
- Access to a 24/7 Employee Assistance Programme

ROLE DESCRIPTION

About us:

BrandEd's mission is to build compelling education programs in partnership with the world's best brands. BrandEd's established schools are The School of The New York Times and Sotheby's Institute of Art.

Recently announced, the City Football Leadership Institute is joining the BrandEd portfolio in summer 2022 as a new partnership with City Football Group, the global sport company behind championship teams like the English Premier League's Manchester City FC, and American MLS's New York City FC, among others.

The Role:

Working closely with the Senior Director of Global Marketing, the role will focus on Sotheby's Institute of Art and City Football Leadership Institute, and will service programs primarily in London but also New York, online, and in global locations to come.

The successful candidate will play an essential role around the production, maintenance, and distribution of communications pieces and content such as emails, editorial, collateral, and the website for the purposes of measurable impact, from SEO to conversion within the prospect-student pipeline.

The role will also make meaningful contributions to market research, data and reporting, advertising and promotional plans, social media, and other initiatives related to promoting these two brands and their educational offerings.

BrandEd's schools are content-rich environments. There is the news and news-worthy activities of our brands; the accomplishments of faculty, alumni, and influencers; the activities of student life; the subject matter of the curricula.

This wealth of material should always be considered in a strategic light to reflect the priorities of the schools and measurable impact against marketing goals – awareness, reputation, and recruitment targets.

The role will be able to take ownership of certain ongoing initiatives, such as email marketing and editorial, and will be able to jump into collaborative opportunities, such as launching a new vertical or participating in international promotional campaigns.

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, communications, and MarTech to build and convert across a lifetime journey.

Duties and Responsibilities:

- Contribute to product roadmap, data and reporting, and go-to-market strategies
- Produce editorial content for a range of assets including, but not limited to, promotional collateral, social media posts, emails, and webpages.
- Write, design and deploy prospect emails, 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
- Develop annual and quarterly communications plans that map to organizational objectives
- Maintain the editorial calendar for Sotheby’s Institute and work with faculty, alumni, and external partners to ensure the content-rich environment of the schools and their activities are captured and shared
- 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.
- Manage production of material for collateral e.g. program prospecti or printed brochures
- Liaise with internal external partners to ensure that school and brand materials are shared and appropriately represented externally (e.g. through agents and recruiters, art fairs, etc.)
- 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 may not be exhaustive, and the post holder will be required to undertake such tasks and responsibilities as may reasonably be expected within the scope and grading of the post.

Person Specification:

The Marketing Manager 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 and leverage technology to empower their work.

Other core traits the successful candidate will possess are an enthusiasm for collaborating with others, the ability to multi-task and be nimble, and to produce excellent work creatively and quickly.

Alongside other areas of the Global Enrolment and Marketing team (business development and partnerships; web and design; enrolment, alumni relations), we are entrepreneurial, data-driven, business-minded, and an agent for change internally and in the landscape of traditional education. The Marketing Manager should share these core traits.

Education / Experience / Skills / Abilities

Essential Criteria:

- Significant marketing experience
- Excellent command of the English language, including oral and written communication skills
- Experience of using SEO techniques for measurable impact
- Significant practical experience of working with agencies, suppliers and partners.
- Excellent collaborative, communication and interpersonal skills with experience of working across departments and teams
- Extensive experience of copywriting for varied audiences
- Experience of working with web content management systems essential
- Ability to travel domestically and internationally

Desirable Criteria:

- Work experience in journalism or public relations a plus
- Experience using analytical tools like Google Analytics
- A passion for art and/or sport is desirable
- Experience working with CRM systems, particularly Salesforce

Interested? To apply:

1. Please submit your CV and a covering letter explicitly addressing the criteria set out in the job description and person specification to vacancies@sothebysinstitute.com Please state where you have seen this role advertised.

2. Benefits include 25 days annual leave plus additional discretionary leave during the Christmas period, home based working, life insurance and 24/7 access to an Employee Assistance Programme.
3. Applicants must have the right to work in the UK
4. Closing date 10 May 2022, note that applications will be considered as they are submitted and the role may close early