



ROLE DESCRIPTION

Senior Digital Marketing Manager

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| Contract: | Full-time, Monday – Friday, 35 hours per week |
| Reports to: | Global Head of Marketing Operations |
| Department: | Global Enrollment & Marketing (GEM) |
| Salary: | £50,000 - £55,000 per annum |

Role Overview

BrandEd delivers relevant, experiential education in partnership with the world’s best brands. The current portfolio of schools includes Sotheby’s Institute of Art, The School of the New York Times, Manchester City Sports Business School, Vogue College of Fashion and WIRED Education.

The Senior Digital Marketing Manager is tasked with building, reporting on, and optimizing digital marketing campaigns at BrandEd. With program portfolios that range from pre-college programs to graduate degrees there is a constant cycle and wide variety of marketing activities geared to drive student growth, retention, and brand-building. The Senior Digital Marketing Manager will be in a central position to gain exposure to many initiatives across products and brands, ensuring a never-dull set of responsibilities.

Ongoing marketing tasks will span digital marketing and content marketing, a set of activities that require proficiency across various systems including CRM and CMS. Reporting, research, and analysis will also be a core area of contribution and opportunity for increasing responsibility and leadership. Leading and managing agency and freelance capacities are also an important part of this role to ensure the effective and efficient use of agency capabilities to supplement and leverage the capabilities of the in-house team.

Beyond being an essential contributor across these various initiatives, the Senior Digital Marketing Manager will also be encouraged to pitch, execute, and oversee his/her own portfolio of projects, such as establishing a footprint in new markets and assessing other geographic and demographic opportunities.

As a group and a business function, GEM is innately entrepreneurial, data-driven, business-minded, and an agent for change internally and in the landscape of traditional education. The Senior Digital Marketing Manager should share these core traits as a measure of success for the role, and as he/she intersects closely with other areas of Global Enrollment and Marketing (GEM), plus work directly with academic and other stakeholders across BrandEd schools.

Key Duties & Responsibilities

- Take the lead in digital marketing tactics and budget allocation as guided by strategic objectives in respect to PPC and in-house-managed channels.
- Oversee and manage agency capacities to maximize BrandEd's use of agency technical capabilities and ensure a healthy return on investment for agency initiatives.
- Pitch and execute scalable and sustainable ways to expand BrandEd's marketing and recruitment activities in targeted markets.
- Establish proficiency in the marketing use of CRM, business intelligence (Salesforce / Pardot), including content marketing and list management, scoring and grading, dashboards and reporting, email, and business intelligence around student pipelines. Assist with these platforms as required.
- Lead on BrandEd-wide performance analysis of all digital marketing channels, including reach, return on investment, and campaign and channel attribution.
- Coordinate with BrandEd's content and marketing managers and liaisons at brand partners for necessary materials for digital marketing campaigns.
- Maintain school and program presence on aggregate listing or review sites, including identifying new areas of opportunity for digital presence through third-party companies and organizations.
- Assist with paid promotional efforts both in-house and with external vendors, including major publications and media outlets as well as non-traditional venues for advertising
- Contribute to market research projects and research and analysis of digital audiences
- Be an essential contributor to lifecycle launches and campaign planning, including analytics for strategic decision making.
- Keep current with marketing strategies and creative approaches within higher education and beyond.
- Pitch ideas for campaigns, content, technologies, audiences, and other efforts that represent creative thinking in line with business goals.
- Develop a deep understanding of BrandEd mission, schools, programs, goals and its markets to coordinate and execute digital marketing activities.
- Assist in other projects content and initiatives as needed.

The above statements are intended to describe the general nature and level of work being performed by an individual undertaking this position. They are not intended to be an exhaustive list of all duties and skills, and the post holder will be required to undertake such tasks and responsibilities as may be reasonably be expected within the scope of the post.

Person Specification

Essential:

- Proficiency with social media advertising platforms such as Meta, LinkedIn, and TikTok.
- Proficiency in using the Google Ads platform to run both paid search and display/video campaigns
- Experience in using Salesforce CRM and Pardot from both marketing use and data integrity perspectives
- Email marketing competencies, including use of templates, knowledge of HTML, and list management
- Experience in managing agencies in long-term retainer contacts
- Understanding of attribution and tracking technologies to measure strategic KPIs, RoAS, and ROI of campaigns
- Ability to research and learn new marketing platforms

- Comfortable use of Microsoft Office, Adobe Creative Suite (proficiency with Photoshop).
- High level interpersonal skills, including discretion, diplomacy, tact, firmness when necessary.
- Excellent spoken and written communication skills.
- Self-starter able to work on own initiative and with speed and precision; able to follow up issues and chase action without prompting.
- Excellent organizational skills: detail oriented and ability to multitask, prioritize, meet deadlines, and be proactive.
- Ability to communicate and collaborate with a wide range of stakeholders in a complex environment.
- Flexibility: the ability to be adaptable and provide cover where and when necessary.
- Analytical skills; ability to research issues; networking skills.

Desirable:

- Hands-on experience using Google's Display and Video 360 marketing platform.
- Hands-on experience using Google Looker Studio or a similar analytics platform.
- Familiarity with the Microsoft Bing search advertising platform
- Ability to speak multiple languages

Application Process

Please submit your CV and a covering letter demonstrating your interest in this position and how you meet the person specification to: ukvacancies@branded-edu.com. The closing date for applications is Friday 14 March 2025.

Benefits of working for BrandEd include:

- 25 days annual leave plus up to 4 days additional discretionary leave during the Christmas period
- Option to purchase an additional 5 days annual leave on a salary sacrifice basis
- 24/7 access to an Employee Assistance Programme
- Volunteering days
- Life insurance
- Discount for gym membership
- Access to a comprehensive and high-quality e-learning platform