



# JOB DESCRIPTION

1. JOB SPECIFICS	
Job Title:	Marketing Manager
Reports to:	Director of Marketing & Communications
Location:	London (with some travel to other QA and partner sites)
Department:	Marketing - Higher Education

2. ABOUT THE ROLE	
What you'll be doing?	<p>This is a hands-on role that will work in the Higher Education business to deliver all marketing support for our Degree Apprenticeships provision.</p> <p>The role will include delivering a suite of marketing collateral, both printed and online, as well as meeting any event marketing requirements.</p> <p>You will work closely with the sales team and development B2B and B2C marketing materials, from brochures and sales sheets, to case studies and podcasts .</p> <p>This is a growth area within QA and this role is key to supporting our sales team.</p>
Key Responsibilities	<ul style="list-style-type: none"> <li>• Deliver a suite of marketing collateral, including prospectuses, banners and sales sheets</li> <li>• Liaise with other members of the marketing team internally and briefing any external agencies as appropriate</li> <li>• Work with the Degree Apprenticeships sales team to deliver any marketing materials required and identify areas where our team can further support</li> <li>• Develop engaging marketing messaging for key markets</li> <li>• Work closely with the marketing teams at our partner universities to obtain sign off on new marketing pieces</li> <li>• Provide event support where necessary</li> <li>• Work with the wider QA Marketing Team to ensure a consistency of messaging across the group and identify key content to be shared through QA branded social channels.</li> <li>• Supporting the Director of Marketing &amp; Communications to implement marketing strategies across our offerings</li> <li>• Proactively identify new collateral and material requirements</li> </ul>
KPIs & SLAs	The role holder will have regular reviews with key annual objectives
Key Working Relationships	<ul style="list-style-type: none"> <li>• Director of Marketing &amp; Communications</li> <li>• Marketing Advancement &amp; Services Team</li> <li>• Degree Apprenticeships Sales Team</li> </ul>

	<ul style="list-style-type: none"> <li>• Wider HE Marketing Team and QA Marketing Teams</li> <li>• Partner Marketing Teams</li> <li>• Third-party marketing agencies</li> </ul>
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### 3. ABOUT YOU

Skills & Abilities	<ul style="list-style-type: none"> <li>• Ability to work in a fast-paced and high energy team environment</li> <li>• A highly organised individual with the ability to manage a diverse workload</li> <li>• A detail oriented approach with a thorough track record of proofreading and meticulous attention to detail</li> <li>• Passionate about the customer and all elements of the customer experience</li> <li>• Excellent communication skills, both written and verbal, and negotiation skills</li> <li>• Stakeholder management skills</li> <li>• Deadline focused with ability to effectively manage your time and workload</li> </ul>
Your Experience	<ul style="list-style-type: none"> <li>• Experience in delivery of marketing resources</li> <li>• Demonstrable experience of producing print and online communications</li> <li>• Experience of working with Adobe Suite would be advantageous (particular emphasis on InDesign and Illustrator)</li> <li>• Experience of a CMS or Email platform (WordPress , Umbraco and Dotmailer ideally) would also be advantageous</li> <li>• Experience of working in the education or professional training industry advantageous</li> <li>• Experience of managing multiple stakeholders at all levels to drive desired outcome</li> <li>• Strong planning and organisation skills with the ability to manage multiple projects to tight timescales</li> <li>• Experience of people and resource management preferable</li> </ul>
Your Knowledge	<ul style="list-style-type: none"> <li>• General knowledge of Microsoft Office essential</li> <li>• Understanding of marketing principles</li> <li>• Understanding of the marketplace</li> </ul>
Your Qualifications	<ul style="list-style-type: none"> <li>• Educated to degree-level in Marketing (or a related subject) or related Marketing qualification advantageous</li> </ul>
What you'll bring to QA	<ul style="list-style-type: none"> <li>• Should have a proactive approach to work with</li> <li>• A willingness to learn and support the team</li> <li>• Very organised with great prioritisation and delegation skills</li> <li>• A desire to deliver high quality work and constantly looking to improve outputs</li> <li>• Would suit an ambitious individual with a desire to progress and take on more responsibility</li> </ul>

	<ul style="list-style-type: none"><li>• A positive outlook with a 'can do' attitude</li><li>• Passionate about marketing</li><li>• Innovative and imaginative</li><li>• A diligent individual</li><li>• Willingness to undertake DBS prior to starting</li></ul>
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4. ABOUT QA	
About us	<p>We shape the next generation of technologists, leaders and innovators.</p> <p>By powering potential - the potential of over a quarter of a million learners a year. We empower them to push boundaries and thrive in the workplace.</p> <p><b>Why we do learning</b></p> <p>For over 30 years, we've worked in technology - where the impact of great learning is changing the world.</p> <p>A bold statement, but hear us out. We are right at the centre of a technological revolution. Devices are not just connecting people, cities and countries - they are connecting to each other, collecting data and using it to learn and make themselves better. Soon we will have cars that can drive themselves, fridges that make sure we never run out of milk and computers that can learn from their own mistakes.</p> <p>Driving this revolution? People.</p> <p>And this is where we come in.</p> <p>People advancing their knowledge in technology - to enrich society - build a new culture - better how we live our lives, and how we work together.</p> <p>People are learning to use technology to drive phenomenal change. This is our passion - powering their potential.</p>
We promise to be	<p><b>Bold</b></p> <ul style="list-style-type: none"> <li>○ Ambition is great. We set ambitious targets - holding ourselves and others to ever-higher standards.</li> <li>○ We contribute (insightfully) to the debate inside and outside QA.</li> <li>○ We move. Quickly. We respond to your needs - fast.</li> </ul> <p><b>Collaborative</b></p> <ul style="list-style-type: none"> <li>○ We spend time getting to know you - our learners and our customers - to earn your trust.</li> <li>○ We connect a solution to your problem - we have tonnes of different services to help you.</li> <li>○ We're the positive person who actively gets stuck in to solving problems.</li> </ul> <p><b>Progressive</b></p> <ul style="list-style-type: none"> <li>○ We embrace change - and support it.</li> <li>○ We challenge ourselves to use the latest technologies and methods - no matter how out there.</li> <li>○ We're curious - about what you do, about what the person next to you does, about our customers and our learners.</li> </ul>

What's on offer?	<p>Learning is not just a service we provide, it's a way of life at QA, and we try to ensure that everyone has the opportunity to take advantage of our huge and varied range of learning and development options, so everyone is eligible for 3 <b>Training Days</b> every year, to focus on subjects they're interested in.</p> <p>We also know that many people like to "give back" and so we offer 2 paid <b>Charity Days</b> each year to support your chosen charity in whatever way you choose. And if you get involved in charity fundraising, QA will also double any sponsorship money raised, up to £250. This is over and above the charitable activities that we encourage through our annual QA fundraising drives - you can get involved with this as much or as little as you like. We see it as a great way to foster team building too.</p> <p>We all need to take time out to recharge our batteries from time to time and enjoy some down time, so we provide a fairly generous 25 days' holiday per annum (rising to 28 days after 5 years)- with the option to buy more if you wish.</p> <p>It's important, too, to plan for the future and ensure we are able to maintain the lifestyle we have worked so hard to achieve, once we retire from the hurly burly and slow down to enjoy our later years, so we offer a defined contribution pension plan.</p> <p>Then there are two of our core benefit offerings, not the most exciting, but we consider it important to ensure everyone has the peace of mind provided by Life Assurance (4x your basic salary) in the event that ill health, or worse, disrupts our plans.</p> <p>And finally, a few fringe benefits to assist with travel and lifestyle choices:</p> <ul style="list-style-type: none"><li>○ Season ticket loan</li><li>○ Corporate gym membership</li><li>○ Cycle to work scheme</li></ul>
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