

ART ACADEMY LONDON

MARKETING MANAGER ROLE

PRINCIPAL FUNCTIONS AND RESPONSIBILITIES

The Marketing Manager has overall responsibility for the planning, facilitation and delivery of all online and offline marketing to help sell academic and public programmes provided by the Academy,

They will ensure the smooth running of the website and e-commerce platform, ensuring brand implementation, organising the annual publications, and managing online and offline advertising campaigns as well as regular social media postings. The role also involves management, planning & writing content for new courses or projects and overseeing their launch.

The Marketing Manager will report to the Principal, will directly manage the Marketing Officer, will liaise with both the Academic Course team and the Short Course team and will have a high level of interaction with staff, students, tutors and visiting lecturers.

Using excellent interpersonal skills, they will create and develop relationships with key professionals both internally and externally, presenting and promoting the Academy to a wide range of audiences.

Website

- Overseeing and developing the Academy website
- Organising the rolling sales on the e-commerce platform and ensuring that each page is optimised for search engines.

Advertising Online

- Planning the annual Google Ad-word and Facebook campaigns, making sure that all adverts are relevant and that each advert is published for the appropriate audience at the optimum time.

Advertising Offline

- Carefully planning the annual offline advertising campaign.
- Working with the Marketing Officer to create adverts that are targeted to the right audiences with the correct visuals for each publication, and ensuring the timely running of these campaigns.

Events

- Managing the marketing of the regular and one off events that occur at the Academy.
- Overseeing and keeping updated the relevant database contacts that the Academy already has and help grow relationships with key parties that are currently outside the Academies network.

Marketing Materials

- Overseeing the creation of the Academy's marketing materials by the Marketing Officer or freelance consultants, including the long course Prospectus, Short Course Brochure as well as leaflets and posters.
- Overseeing the annual plan for mail outs of materials to individuals, shops, schools and colleges.

UCAS

- Working closely with the Academic team on planning the launch and marketing needs of the new BA course, creating a plan for raising the profile of this course to a new audience and overseeing the Marketing Officer in its implementation.

Social Media

- Managing the social media strategy; overseeing and regularly writing and publishing content to social media sites including Facebook, Twitter and Instagram.

Schools and Colleges

- Nurturing the relationship with the growing number of schools and colleges that send students to the Academy, or might do so in the future.

Budget

- Overseeing the marketing budget.

Supporting Senior Management

- Meeting regularly with the Principal to discuss issues relating to courses and sales.
- Supporting the Principal, Management Team and Trustees in the marketing of the Academy, by reporting on issues relating to all marketing and sales issues.
- Undertaking relevant research as requested by the Principal or Management Team and assisting in the documentation of the Academy's Academic courses.

Documentation

- Ensuring all marketing documents including photographs relating to courses are up to date and available at the right time and located in the correct place.
- Managing, and where necessary, developing and improving procedures relating to creating content for marketing courses, including through the use of tutors, staff and students.
- Be a member of the Academic Quality, Standards & Student Experience Committee and would work with the Director of Academic Quality to ensure all marketing materials were CMA compliant.

PERSON SPECIFICATION

Essential Experience

- Experience of managing staff and administrative systems
- Experience of marketing, online advertising, SEO and an eye for design
- Experience in IT systems, excel, word, CMS
- Experience working with members of the public

Essential Skills

- Articulate and possessing excellent communication skills
- Highly organised in the management of your own work and that of others
- Enthusiastic and confident; a passion for design; a collaborative approach to work
- Excellent time management
- Able to create and manage efficient systems and processes to improve the quality and efficiency of the Academy's marketing
- Good problem solver; able to resolve problems efficiently
- Adaptable and flexible; able to respond positively to the changing demands of a dynamic organisation with a small staff body
- Good team player; able to work supportively and responsively with members of staff, tutors and students
- Good written English and numerate
- Confident, outgoing and approachable whilst also understanding when you need to be sensitive and discreet in dealing with students and staff
- Helpful and positive in dealing with members of the public, staff and students, including having patience when dealing with enquiries and questions
- On occasion willing to work flexible hours when needed to cover evening events at the Academy

Desirable Experience

- Experience of working either in the art world or in an educational institution
- Familiarity of Wordpress and Woo-commerce