

Maternity Cover – Marketing Manager

Description

We are looking to recruit Maternity Cover for our Marketing Manager position.

During this role you will oversee the marketing activities within the organisation including conducting and organising an appropriate range of marketing and communications activities in line with the plan to meet the requirements set out in the Marketing plan.

Salary Per Annum : Starting from £30,000 dependant on experience

Responsibilities

You will:

- Follow a fully costed annual marketing and communication plan.
- To create and send digital and hard copy campaigns in line with the plan and to analyse the results
- To produce and follow a fully costed advertising plan to encompass all relevant advertising media
- To ensure company website and mobile site are current, consistent, and appropriate and that website is effective
- To ensure all social media activities are current, consistent, appropriate and effective to include some out-of-hours response where required
- To ensure printed and press materials and marketing are current, consistent, appropriate and effective
- To ensure customer and potential customer data captured is recorded on a database in a timely manner and used effectively for marketing purposes
- To ensure that news stories are published in the press
- To organise and attend marketing events, careers fairs, etc. including academy taster events and marketing these appropriately, as well as liaising with recruitment teams to administer invitations and/or offer letters
- To produce regular written, photographic and video content to a high standard, and liaising with external suppliers and/or designers when required
- To produce and send a range of digital newsletters on a monthly basis, as well as a printed quarterly newsletter to be distributed to all employers and other appropriate recipients
- To research and keep up to date with new and innovative ways of marketing and to include digital marketing, SEO, Google AdWords, etc
- To manage marketing staff as required
- To maintain good working relationships with key stakeholders within the business to ensure that all advertising is current, accurate and aligned to commercial requirements
- To support the company in ensuring compliance with the requirements of the Data Protection Act
- To represent the company in the role of Data Protection Officer (DPO) leading on GDPR compliance and training

Person Specification

Candidates without a particular qualification which we have listed as 'essential' need not be discouraged from applying if they are willing to undertake appropriate training in-post.

Hiring organization

Heart of England Training

Reference:

Reference: MAT-MGR-0825

Closing Date: 12th September

Interview Date: 18th September

Salary Per Annum : Starting from £30,000

Please download a copy of the Application form and full Job Specification here to submit your application –

[Application for Employment](#)

[Job Description Marketing and Communications Manager](#)

Please send CV and Application Form (download this), make sure this outlines how you meet the person specification of the job description to careers@hoet.co.uk

Experience –

Essential:

- Industry related, minimum 5 years

Qualifications –

Essential:

- Marketing Degree

Desirable:

- Management Qualification

This role will require a commitment to safeguarding and the post holder will undergo training for health & safety, safeguarding, prevent and EDI (Equality, Diversity and Inclusion) and GDPR.

Job Benefits

- We will offer you full training and support
- Monday to Friday, 9.00am–4:30pm working hours (FT)
- 33 days holiday allowance (FT inc bank holidays) rising to 38 days after 'time served' period (PT holidays Pro Rata)
- Health Care Scheme
- Company Pension Scheme
- Christmas Shutdown
- Annual company events

Interested in this position?

Please send Application Form (download this), make sure this outlines how you meet the person specification of the job description and CV to careers@hoet.co.uk

We do reserve the right to close this advertisement early if we receive a high volume of suitable applications

Employment Type

Full-time

Job Location

Eleven Arches House, CV21 1FD,
Rugby