



Job Description

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
Core Job Role:	
Job Title:	Marketing Strategy Lead
Reports to:	Senior Marketing Strategy Manager
Grade	E
Date of compilation:	May 2022

SPECIFIC ROLE RESPONSIBILITIES:

- Develop and deliver a marketing strategy for an assigned FE brand or key target audience within the Luminate Education Group, supported by marketing professionals across the department.
- Work in close collaboration with curriculum colleagues to agree annual marketing strategies and discuss operational marketing delivery.
- Provide data and insight-led strategic guidance to curriculum colleagues related to curriculum development.
- Take responsibility for coordinating the marketing output for your assigned FE brand or key target audience across the team, by bringing together the brand/audience specific members of the digital, events, content, school liaison and admissions team regularly and monitoring overall success/impact of marketing output.
- Manage relationships with external suppliers of marketing services.
- Supported by the Senior Marketing Strategy Manager and Head of Marketing, manage an assigned annual budget and ensure that funds are spent effectively and return-on-investment monitored.

CORE RESPONSIBILITIES:

- Collaborate with the market insight team to ensure that marketing strategies are insight-led and that all market research requirements are captured and delivered.
- Collaborate with the website development team to ensure that the brand's or target audience's web presence is effective, user-friendly, aligned with the strategy and fit-for-purpose.
- Collaborate with relevant colleagues in the student recruitment and admissions function, particularly in the school liaison and admissions teams, ensuring that there is all-round agreement and alignment on the brand's strategy.
- Collaborate with the communications team to ensure that all PR, social media and other related communications activities are aligned with the brand's strategy.
- Keep up to date with education sector and marketing industry developments and share such developments with the marketing function.
- Support and assist delivery of events as and when required across all Luminate brands.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Marketing Strategy Lead
Department	Marketing

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation,
C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Degree or equivalent qualification	A
D	Relevant professional or post-graduate qualification	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Demonstrable experience of developing marketing strategies	A / I / P
E	Demonstrable experience of translating marketing strategies into operational delivery	A / I / P
E	Experience of managing stakeholder relationships	A / I
E	Experience of people management and development	A / I
E	Experience of leading multi-channel marketing campaigns and measuring results	A / I
D	Experience of budget management	A / I

D	Experience of project management	A / I
D	Experience of driving efficiencies in marketing processes	A / I
D	Experience of delivering successful marketing activities in the Further Education sector	A / I
D	Knowledge of the latest trends and key insights in the Further Education sector	A / I
Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Excellent communication skills, both verbal and written	A / I / P
E	Leads by example and seeks to innovate constantly	A / I
E	Stays focussed on a set strategy, but with the ability to remain agile as required	A / I
E	Takes an inclusive and collaborative approach to working life	A / I
E	Outstanding organisational skills and attention to detail	A / I
D	Can confidently and professionally build working relationships with colleagues	A / I / P
D	Ability to manage change	A / I
D	Ability to adapt management style to suit the needs of different team members	A / I
D	Ability to translate data, insight and research into actionable recommendations	A / I
D	Can operate effectively in complex environments	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I

E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I