



## Job description

<b>Job title:</b>	Head of Marketing
<b>Department:</b>	Membership and Commercial
<b>Location:</b>	Hybrid
<b>Working hours:</b>	Full-time (35 hours)
<b>Contract:</b>	Permanent
<b>Responsible to:</b>	Associate Director of Membership and Marketing
<b>Responsible for:</b>	3 Marketing Managers (team of 6)
<b>Salary:</b>	Band 2

## About us

Every day, educators and leaders across the Further Education (FE) and Skills sector inspire curiosity, drive progress and empower learners to achieve their potential. The Education and Training Foundation (ETF) is here to champion the vital role of the FE and Skills workforce. Working in partnership, we drive professionalism by setting the professional standards for the quality of teaching and leadership across the sector. We provide educators with a pathway of professional development throughout their careers, champion inclusion and enable sector change for a thriving FE and Skills sector. Together, we are transforming lives and opportunities for learners aged 14 and above.

As a trusted partner in skills development, we support government and regional bodies with evidence-based workforce strategies. Individual Members and organisational Partners can join an inspiring community of like-minded professionals offering expert advice, the latest sector research, exclusive CPD, resources and events.

Together, we will empower everyone working in our sector with the skills to inspire and equip their learners for success in sustainable employment and thriving communities. Together, we promote professionalism, improve teaching standards and champion inclusion. The foundations for creating long-term success.

## Role purpose

The Head of Marketing plays a critical leadership role in connecting our customers (individuals and organisations) to our purpose and driving our reach, influence, and impact. They will lead and manage a team of marketing professionals, owning the development and execution of marketing strategies that support customer acquisition, engagement, and retention. Building, supporting, and growing a high-performing team, fostering a culture of excellence through strategic leadership and

team development.

This role demands a strong commercial and customer focus to ensure all marketing programmes are insight-driven, results-focused, and aligned to the organisation's strategic goals. Working closely with the commercial leadership team, the Head of Marketing will play an integral role in leading on customer engagement and driving revenue growth for members, learners, students, delegates, and organisations.

The Head of Marketing will lead the evolution and management of the ETF brand. They will ensure a consistent, audience-led brand experience across all channels and functions, embedding the brand throughout the organisation.

## **Role Responsibilities**

The role will be focused on leading on the delivery of targets set for customer acquisition, retention, and engagement (customer satisfaction and value (£)). These will be achieved by managing, and leading on the efficient delivery of marketing programmes, plans and strategies across a range of channels, audience groups and markets.

1. Work with the commercial leadership team to define and execute marketing programmes, plans and strategies that deliver annual targets for customer acquisition, retention, and engagement. To own and manage the annual marketing calendar, working alongside the Contracts Marketing Lead.
2. Lead the commercial marketing team to translate marketing strategies into insight and audience-led marketing programmes and plans – covering the breadth of the ETF's offering to D2C and B2B customers in key markets.
3. Work with the Marketing Managers to define and deliver a series of digital marketing programmes – includes the delivery of paid search, SEO, paid social, social media, email marketing, marketing automation and trigger-based marketing, and management of digital agencies.
4. Lead the strategic management and continuous optimisation of the ETF website (and associated platforms), ensuring it drives traffic, engagement, and conversions aligned with campaign goals.
5. Lead the development of end-to end customer journeys (on and offline) that support conversion, upselling and cross selling – requires owning and understanding key D2C and B2C customer groups and connecting to ETF programmes funded by Government.
6. Oversee the delivery of high-quality and highly effective marketing programmes and assets (includes messaging), that not only meet customer needs but also follow the ETF's brand guidelines.
7. Work with the commercial leadership team to drive change and innovation and optimize marketing performance and ROI.
8. Work with the Finance team and Marketing Managers (x3) to set, manage and forecast marketing budgets, regularly reporting on progress, impact, and ROI.
9. Own and lead the development, execution, and consistency of the ETF brand strategy across all channels, ensuring alignment with ETF values and priorities.
10. Lead, develop, and motivate the team (c.3 direct reports and team of 6+). To build an agile culture that is customer, performance and deadline driven.

## Person specification

Essential skills for the job	
Experience, skills, and knowledge	
Educated to degree level or equivalent experience in a senior strategic marketing role.	✓
A recognised marketing qualification, e.g. CIM, IDM etc.	✓
Proven track record of delivering strategic and operational marketing programmes in D2C and B2B markets, in education, professional services or a similar environment.	✓
Significant experience and evidence in successfully driving and optimising multi-channel marketing programmes and plans for acquisition, retention, and engagement.	✓
Strong evidence of successfully managing and executing lead gen, nurture campaigns and digital marketing strategies and plans (includes SEO marketing, paid search, content marketing, and social).	✓
Proven ability to lead the marketing planning process and manage projects from conception to delivery.	✓
Results driven – strong business and financial acumen, includes allocating large budgets, costs analysis, forecasting and evidence of driving marketing performance and ROI.	✓
Evidence of managing and embedding marketing innovation and change programmes.	✓
A critical thinker with excellent leadership skills, and a proven track record of being able to make management and operational decisions daily.	✓
A team player with excellent planning, communication (including presentation) and influencing skills.	✓
The following are desirable but not essential	
Knowledge of the FE and Skills sector and/or workforce/learning and development in a similar people centric industry	

## Additional information

### Our commitment to Equity, Diversity, Inclusion and Belonging

**Equity, Diversity, Inclusion and Belonging;** FE is for everyone - it gives everyone opportunities to excel at whatever stage of their learning journey they are at. We are proud of the work that staff across the sector do to support learners to excel, and in particular to support those in the least advantaged groups. Through offering lifelong learning, our sector supports the journey towards social justice. We are an employer committed to sustainable practice and have an open and fair People Strategy where all staff have equal opportunities to develop and excel. Our values guide us in how we work with teachers, trainers, leaders, partners and stakeholders alongside how we behave and operate as a team.

Although you will not be working directly with young people or vulnerable adults this role may involve you visiting education providers and you will be required to undertake a DBS check.