



Job description

Job title:	Marketing Lead (Contracts)
Department:	Membership and Commercial
Location:	Hybrid
Working hours:	Full-time (35 hours)
Contract:	12-month fixed term contract with potential to become permanent
Responsible to:	Associate Director of Membership and Marketing
Responsible for:	1 Marketing Manager, 2 Marketing Officers and 1 Co-Ordinator (team of 4)
Salary:	Band 3

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 Marketing Lead will help promote government-funded CPD programmes by planning and delivering marketing activities that drives awareness, engagement, and participation.

Working under the guidance of the Associate Director for Membership and Marketing, they will manage a small team and oversee the development and execution of targeted, insight-driven

campaigns for T Level Professional Development, Apprentice Workforce Development and leadership and governance programmes.

The role involves working with internal teams, external stakeholders, government agencies, and delivery partners to ensure marketing is aligned, effective, and timely.

In addition to campaign delivery, the Marketing Lead will support government bid activity, helping to shape proposals that reflect audience needs and align with strategic goals.

Role Responsibilities

The role will focus on the delivery of key KPIs related to awareness, participation, and customer satisfaction for government-funded CPD.

1. Manage the contracts marketing team to design and deliver effective marketing campaigns across a range of channels, audience groups, and markets – covering the breadth of the ETF's government funded offer. To also work with the Head of Marketing to manage and co-ordinate the annual marketing calendar.
2. Work with the Marketing Manager and Marketing Officers to deliver, test, and track digital marketing programmes – includes the delivery of paid search, SEO, paid social, social media, email marketing, and marketing automation. Also includes overseeing 'always on' activities to broaden reach and influence.
3. Co-ordinate the day-to-day management of the ETF website and associated platforms showcasing government programmes, ensuring content is accurate, engaging, and aligned with campaign objectives to drive traffic and conversions.
4. Work with the team to deliver end-to end customer journeys —both online and offline—that drive conversion, engagement and a connection to the ETF's commercial offer.
5. Select events that align with core KPIs, and ensure each one is used effectively to maximize impact and drive results.
6. Work with internal teams and manage external agencies to deliver high-quality and highly effective marketing campaigns and assets (includes messaging), that not only meet customer needs but also follow the ETF's brand guidelines.
7. Support the development of government bids and proposals, ensuring marketing input aligns with goals and audience needs; work closely with, and help manage relationships with, government agencies and delivery partners to coordinate effective marketing delivery.
8. Review marketing performance and ROI across all channels, audience groups and markets, with particular emphasis given to digital platforms and channels. Ensure that corrective measures are applied as and when required.
9. Monitor and manage campaign budgets - accurately plan spend by campaign, audience, market, and channel, and regularly report on progress, impact, and ROI.
10. Manage, develop, and motivate the team (c.4 direct reports). 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 similar marketing role.	✓
A recognised marketing qualification, e.g. CIM, IDM etc.	✓
Strong track record of delivering marketing programmes, in education, professional services or a similar environment.	✓
Solid background in successfully driving and optimising multi-channel marketing programmes and plans for acquisition, retention, and engagement.	✓
Evidence of successfully managing and executing lead gen, nurture campaigns and digital marketing campaigns (includes SEO marketing, paid search, content marketing, and social).	✓
Confident in managing the marketing planning process and contributing to projects from conception to delivery.	✓
Experience of working with senior stakeholders, including government agencies, delivery partners, and internal colleagues.	✓
Results driven – solid business and financial acumen, includes allocating budgets, costs analysis, forecasting and evidence of driving marketing performance and ROI.	✓
Excellent organisational, communication (including presentation) and management skills.	✓
A team player with excellent planning, communication (including presentation) and influencing skills.	✓
DBS check will be required for handling contact data (contract requirement for DfE).	✓
The following are desirable but not essential	
Knowledge of the FE and Skills sector.	
Knowledge of learning and workforce development products and services.	
Experience of working on Government funded programmes and with Government agencies.	

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.