



## Job description

<b>Job title:</b>	Marketing Manager, Brand
<b>Department:</b>	Membership and Commercial
<b>Location:</b>	Hybrid
<b>Working hours:</b>	Full-time (35 hours)
<b>Contract:</b>	12-month fixed term contract with potential to become permanent
<b>Responsible to:</b>	Head of Marketing
<b>Responsible for:</b>	Events and Sponsorship Co-ordinator
<b>Salary:</b>	Band 4

## 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 Manager for Brand plays a critical role in strengthening the ETF brand across the FE and skills sector. They'll be responsible for managing and coordinating the development, evolution and activation of a compelling brand narrative, ensuring consistency and impact at every customer touchpoint.

Working closely with the Head of Marketing, the Marketing Manager for Brand will coordinate the design and execution of always-on marketing programs that drive acquisition, retention, and engagement for direct-to-consumer CPD propositions, content, and selected ETF events. They will also work across the marketing team to support day-to-day delivery of marketing programmes and events.

This is a unique opportunity to help shape how the ETF brand is understood and experienced across key customer groups and markets. This role requires an individual with strong brand management and marketing planning skills, a passion for storytelling, and experience in delivering brand awareness through multi-channel marketing.

The Marketing Manager for Brand will also lead, support, and develop the Events and Sponsorship Co-ordinator.

## Role Responsibilities

This role focuses on the coordination, evolution, and delivery of the ETF brand, whilst also managing on the delivery of always on marketing to drive customer engagement and support sustained revenue growth.

1. Coordinate the development and activation of the ETF brand, ensuring all communications reflect our purpose, values, and voice, and content builds a strong emotional connection with audiences.
2. Champion the ETF brand across the organisation, ensuring all teams are equipped to communicate it consistently and confidently.
3. Work with design and digital agencies, copywriters, and freelancers—overseeing briefs, timelines, and delivery processes to ensure high-quality and on-brand outputs. Will also create compelling brand content—such as videos, corporate brochures, storytelling assets and image libraries.
4. Develop and deliver integrated, always-on marketing campaigns that promote ETF's direct-to-consumer CPD propositions, content, and selected events—driving acquisition, engagement, and retention. Manage the planning and execution of brand and content marketing initiatives that amplify ETF's purpose, highlight its impact, and strengthen long-term brand equity.
5. Oversee the planning, creation, and delivery of always-on marketing activity, including newsletters, ensuring content is timely, relevant, and aligned with brand and engagement goals across key audience segments.
6. Support the ongoing management and optimisation of the ETF website and related platforms, ensuring content, design, and messaging are consistently on-brand and aligned with campaign goals to drive traffic, engagement, and conversions.
7. Coordinate the marketing planning process – work closely with the Head of Marketing , the wider Marketing team and selected partners to shape and align campaign activity by customer group, market, and channel.

8. Monitor and manage campaign budgets - accurately plan spend by campaign, audience, market, and channel, and regularly report on progress, impact, and ROI.
9. Regularly monitor and report on brand and campaign performance to key stakeholders.
10. Oversee the ETF's presence at key events—ensuring all materials and experiences are on-brand, engaging, and designed to drive awareness and lead gen. Identify and evaluate event and sponsorship opportunities that align with core KPIs and ensure each is used effectively to maximize impact and drive results.
11. Manage, develop, and motivate the team (x1). Also support the Head of Marketing to build an agile culture that is customer, performance and deadline driven. Will require contributing to resource planning, identifying efficiencies and ways to improve effectiveness, and defining and agreeing new ways of working.

## Person specification

Essential skills for the job	
Experience, skills, and knowledge	
Educated to degree level or equivalent experience in a similar brand marketing role.	✓
A recognised marketing qualification, e.g. CIM, IDM etc.	✓
Strong experience in brand development and campaign management in education, public sector, professional services, or similar environment.	✓
Demonstrable track record of delivering multi-channel, always-on marketing campaigns that drive brand awareness and lead generation.	✓
Solid planning and project management skills, with experience in campaign design, asset production, and performance reporting.	✓
Excellent verbal and written communication skills, with experience developing and managing brand and marketing messaging.	✓
A team player with the ability to influence and manage senior stakeholders (internally and externally) and make sound operational decisions daily	✓
Experience in liaising with agencies and suppliers to deliver effective and engaging creative outputs.	✓
Results driven – strong business and financial acumen, including budget management and evidence of improving marketing performance and ROI.	✓
Evidence of delivering brand and/or marketing innovation successfully – includes a good understanding of the latest techniques and practices.	✓
Excellent management skills.	✓
The following are desirable but not essential	
Experience driving long-term brand equity and engagement marketing.	
Knowledge of the FE and Skills sector.	

## 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.