



Job description

Job title:	Marketing Officer
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:	Marketing Manager, B2B
Responsible for:	N/A
Salary:	Band 5

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 Officer plays a key supporting role in helping connect our B2B audiences—including colleges, employers, independent training providers, and government agencies—with ETF's purpose, driving reach, engagement, and impact.

Working closely with the B2B Marketing Manager, they will support in the planning and day-to-day delivery of marketing programmes across ETF's Partner and Leadership and Governance portfolios. These programmes will be informed by audience insight and delivered across key channels and markets.

The Marketing Officer will help deliver targeted campaigns that attract, engage, and retain B2B and leadership audiences. They will support the development of marketing content and collateral, coordinate campaign activities, and contribute to lead generation efforts in collaboration with Sales and Regional teams.

This role is ideal for someone looking to build hands-on experience in B2B marketing within a mission-driven organisation.

Role Responsibilities

The Marketing Executive will support the delivery of acquisition, retention, and engagement targets for B2B customers and leaders through the execution of audience-led marketing activities across multiple channels, markets, and audience groups (e.g. CEOs, senior leaders, Heads of Department, HR professionals, and line managers).

1. Support the Marketing Manager for B2B to develop high-quality and innovative marketing plans, including 'always on' activities to support annual targets for acquisition, retention, and engagement.
2. Schedule, co-ordinate and deliver audience-led marketing activities aimed at generating marketing-qualified leads (MQLs) for the Sales and Regional teams.
3. Deliver email marketing campaigns using ETF's email platform—responsible for selecting data (in accordance with GDPR policies), building and sending emails, setting up automations, and continuously optimising performance and engagement.
4. Build, launch and optimise digital marketing campaigns, including paid social, organic social media, and website content. Support testing, performance tracking, and reporting of campaign results.
5. Work closely with internal teams (Sales, Regional, and Customer Success) to help map and improve customer journeys and touchpoints that support conversion, engagement, and retention.
6. Support the development of marketing materials, multimedia assets, sales proposals, presentations, and events collateral targeting B2B customers and senior leaders.
7. Support the planning and delivery of ETF's presence at events, helping to coordinate logistics, ensure brand consistency, and track performance. This may include attending events to support on-the-day delivery and represent the organisation professionally.
8. Track and report on campaign performance, compiling key insights and recommendations for ongoing optimisation and sharing with relevant teams.
9. Liaise with internal teams and external partners (such as creative agencies or freelancers) to support the development of marketing materials and content that align with ETF brand guidelines and audience needs.

10. Contribute to a collaborative, customer-focused culture by working flexibly with the wider marketing team and being open to learning, experimentation, and continuous improvement.

Person specification

Essential skills for the job	
Experience, skills, and knowledge	
Educated to degree level or equivalent experience in marketing.	✓
A recognised marketing qualification or working towards one, e.g. CIM, IDM etc.	✓
Experience of planning and successfully delivering marketing plans and activities across multiple channels.	✓
Ability to generate and convert leads.	✓
Good understanding of basic marketing principles and evidence of marketing innovation.	✓
Strong digital marketing skills, including use of marketing tools (e.g. email platforms, Google Analytics, CRM, and marketing automation etc).	✓
Able to work both independently and as part of a team.	✓
Excellent communication, creativity and writing skills.	✓
Evidence of negotiating, influencing and problem-solving skills.	✓
Good organisational and planning skills with strong attention to detail.	✓
The following are desirable but not essential	
Knowledge of the FE and Skills sector.	
Marketing experience in professional services or a similar environment.	

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.