

<b>TRINITY</b> COLLEGE LONDON	<b>Job Description</b>
<b>JOB TITLE:</b>	Senior Marketing Manager, UK and Ireland
<b>Accountable to:</b>	General Manager, UK and Ireland
<b>Staff managed:</b>	Senior Marketing and Communications Executive, Marketing Officer, UK and Ireland
<b>PURPOSE OF THE JOB</b>	
<p>This role will lead the UK and Ireland's marketing activities in order to drive sales growth and raise Trinity's profile within our Music, English, Dance, Drama and Arts Award products.</p> <p>The post holder will help transform the marketing team into a campaign led, service based organisation that establishes a reputation for excellence and delivering impact that accelerates growth and increases revenue from our products.</p>	
<b>KEY ACCOUNTABILITIES &amp; TASKS</b>	

- Develop the UK and Ireland marketing strategy with measurable outcomes and KPI's for Trinity's exams and music publications.
- Lead on delivering a mixture of integrated marketing campaigns and activities.
- Develop, execute and manage key campaigns to our key customer segments, measuring impact and ROI.
- To harness and use customer data and CRM systems to identify opportunities for growth and inform different approaches to target our key customers.
- Manage and execute the internal and external communications strategy to raise our profile with key stakeholders and customers.
- To ensure all materials and activities are in line with Trinity's policies, including brand and house style guidelines.
- Identify and manage a network of agencies to enables the effective delivery of campaigns.
- To ensure the UK and Ireland section of the Trinity website is kept up-to-date and to develop content for Trinity's social media.
- To continually monitor, evaluate and improve marketing effectiveness to achieve continuous improvement.
- Manage the marketing budget and ensure it delivers value for money and quantifiable ROI.

## **JOB RELATED KNOWLEDGE, SKILLS & EXPERIENCE REQUIRED FOR THE POST**

**Education/Qualification:** A degree in marketing or equivalent qualifications.

### **Essential Skills/Knowledge:**

- The role requires experience of marketing to schools and teachers and running successful digital and social media campaigns.
- Has experience in developing measurable marketing plans with clear ROI.
- Confident and experienced in running successful events and conferences.
- Has excellent organisational and team working skills.
- Experienced in managing staff, external suppliers and in-house resources.
- Demonstrates excellent written and verbal communication skills.
- Good collaboration, negotiation and influencing skills.
- Experience of financial and budgetary planning to maximise profit.
- Able to work effectively with staff and managers from other departments.
- Ability to have sound judgement in business decision making.

- Willing and able to travel and represent Trinity at events across the UK and Ireland, including occasional work at weekends as required by the nature of the job.

**Desirable Skills/Knowledge:**

- Has experience of delivering product marketing plans as part of an international organisation.
- Has relevant experience in the education sector (especially of teaching and learning and/or publishing).
- Good knowledge of education, assessment and qualifications.

**CONTACTS: INTERNAL AND EXTERNAL**

- Internal: Marketing staff for Arts Award and SELT, Business Development, Central Marketing and Communications, Academic and Business Development departments, plus staff, representatives, centres and examiners.
- External: Events organisers, suppliers, partners.

**FINANCIAL PARAMETERS**

To be agreed.