



# AMBITION INSTITUTE | JOB PACK:

## Marketing Manager

# WHY WE EXIST

Children from disadvantaged backgrounds don't do as well as their peers at school.

We know that improving teaching and school leadership is the best way to address this gap. No other aspects of the school system have as much influence on pupil achievement, particularly the achievement of pupils from disadvantaged backgrounds.

Ambition Institute has one purpose: to help educators serving children from disadvantaged backgrounds to keep getting better.

# WHAT WE DO

At Ambition Institute we help schools tackling educational disadvantage to keep getting better, and help their teachers and school leaders to become more expert over time.

That's how we'll make sure every child gets a great education and the best possible start in life.

- > We train teachers and leaders at all levels to get better at the things that make the biggest difference: what you teach, how you teach it, and how you create the conditions for schools to thrive.
- > We share what works. Everyone can benefit from evidence of how great teaching and leadership can improve schools and change lives, so we connect people to the latest research and the best practice out there in the system.
- > We champion every teacher and school leader's potential to develop, as the driving force for sustainable school improvement.

# OUR IMPACT

We have worked with **14,000** educators,  
across over **3,000** schools, reaching more  
than **1.3 million** children across the country.



# WHAT IT'S LIKE TO WORK HERE

It's an exciting time to join Ambition. We've changed a lot over the last four years – merging three charities into one and expanding our offer to the education system. We're respected as one of the sector's biggest providers of high quality professional development and have an exciting future ahead of us.

We have around 220 staff across England. Though we are all mostly working from home right now due to Covid-19 restrictions, we have offices in London, Manchester and Birmingham as well as a number of home-based staff.

Our staff are dynamic and mission-driven, committed to helping teachers and school leaders give children from disadvantaged backgrounds the best possible start in life.

As a charity dedicated to professional development, we also want to keep getting better ourselves. We respect diverse backgrounds and expertise, and we support and challenge our staff to do high quality work.

## OUR OFFER

- > Agile working culture, so you can control how you work.
- > Staff affinity networks that help keep equality, diversity and inclusion at the heart of our work.
- > Enhanced maternity pay after a year's service.
- > Shared parental leave package.
- > Access to free, confidential 24/7 wellbeing and support line.
- > Professional development offer for all staff.
- > 25 days' annual leave + bank holidays.
- > Employer pension contribution of 11% (10% pension plus 1% national insurance rebate).
- > Interest free season ticket / bike loans.

# YOUR APPLICATION

## BIAS-FREE RECRUITMENT

We want to bring the best people into the organisation so we use a system that removes as much unconscious bias as possible from our recruitment. We don't assess your CV, but shortlist based on how well you answer a number of work sample questions related to the role.

## SAFEGUARDING

We take the welfare of children and vulnerable adults very seriously. We ask all staff to complete a number of pre-employment checks, including a criminal declaration form and a DBS check where needed.

## RIGHT TO WORK

As an employer, we are responsible for preventing illegal working in the UK. Employees must prove their right to work in the UK by verifying the relevant documentation of all current and incoming colleagues.

 [ambition.org.uk](http://ambition.org.uk)

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 020 3668 6865

 @Ambition\_Inst



## Marketing Manager

### Job description

<b>Salary</b>	£34,000 per annum + £3,000 London weighting (if applicable)
<b>Location</b>	Birmingham, London, Manchester
<b>Working pattern</b>	Full-time, 37.5 hours per week
<b>Contract</b>	Permanent
<b>Reporting to</b>	Associate Director of Marketing and Digital
<b>Direct reports</b>	None
<b>Main contacts</b>	Internal – School Partnerships department, Programme Leads External – digital or creative agencies or freelance providers, teachers and school leaders
<b>Role requirements</b>	Includes some limited evening and weekend work, for which time off in lieu will be given. Occasional travel across the regions required.

#### Main objectives

As Marketing Manager you have a crucial role to play in helping Ambition Institute build its brand and reputation, and increase our impact. You will plan, implement and evaluate campaigns that promote the benefits of partnering with Ambition on school improvement and attract teachers and school leaders to our professional development programmes.

#### Main responsibilities

- > Plan and implement marketing strategies and plans for the programmes you lead on, working closely with the wider Marketing team to ensure strategies and plans for our various programmes are aligned.
- > Develop, create and commission content that will generate leads and support School Partnerships to make sales (including e-marketing, print, landing pages and bespoke account or advocate content). Ensure any creative work is briefed effectively and manage suppliers to develop high-quality products efficiently and to budget.



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- > Develop a deep understanding of the behaviours and motivations of teachers, school leaders and system leaders and use this to shape and refine your campaigns and products. You will be an expert on our customer and consumer audience and ensure knowledge about their needs, priorities and challenges is embedded in the Marketing and Communications department.
- > Be the departmental expert on the programmes you market. You'll build specialist knowledge about the benefits and content, foster strong relationships with the Programme Leads and the Programme Specialists in School Partnerships, in order to contribute to the wider sales strategy and participant communications plan for these programmes.
- > Build data, monitoring and evaluation into activities, so we know in real-time the effectiveness of different approaches and can adjust our blend in a timely and effective way.
- > Work closely with your colleagues in the Brand and Communications team to develop content and media pitches that support promotion of your programmes, ensuring that audience insights are at the heart of these communications.
- > Support the Associate Director of Marketing and Digital with the daily management and long-term development of our external digital communications platforms, including Ambition's website, social media channels, e-communications, search engine optimisation and Google Ad campaigns.
- > Support marketing automation to ensure that campaigns and activity make full use of technology (including Salesforce, Pardot, Google Analytics etc.) so can automate and track activity effectively, building processes, templates and guidance that the wider department can adopt.
- > Act as a Marketing & Communications 'business partner' for School Partnerships, building strong relationships, being a critical friend and strategic adviser on how to reach and engage our audiences, and being a positive ambassador for the Marketing and Communications department and our ways of working.
- > Manage your allocated budget effectively. Contribute to the Marketing and Communications budget tracker so that forecasts, spend and commitments are kept up-to-date and purchase orders and invoices are created and processed on time.
- > Be a proactive and knowledgeable guardian of our brand and identity and a beacon of good communications practice. Use your expertise to support colleagues in other departments to communicate well and advocate for Ambition Institute, to ensure we are compliant with legal and regulatory guidelines related to our communications (e.g. advertising standards, GDPR and DfE guidelines) and to support organisation-wide training in brand and / or communications.



- > Contribute to the departmental communications strategy and the development and guardianship of our brand and reputation. Support management of our social media channels and other marketing and communications projects as and when required.

## Key Skills and Experience

### Essential

Our successful candidate will, of course, demonstrate their commitment to the mission to improve the education and outcomes of children from disadvantaged backgrounds.

They will also be able to demonstrate the following qualifications, skills and experience:

- > Experience of successfully developing and delivering marketing strategies and tactics that generate high-quality leads.
- > Experience of integrating and coordinating campaign activity across multiple channels in to one plan and with a track record of these campaigns converting leads to sales/ applicants.
- > Project management skills, and the ability to brief well and deliver through others.
- > Excellent copy writing skills, with the ability to adapt and adhere to the Ambition tone of voice and style guide and successfully develop marketing collateral and content.
- > Experience of monitoring, evaluation and analysis, using it to constantly adapt and refine your approach.
- > Relationship management – ability to work with colleagues at all levels and unite others around a plan with confidence and credibility.
- > Experience of using email tools and databases.
- > Entrepreneurial, flexible and creative.
- > Diplomacy, influencing skills and the ability to work effectively in a matrixed team.
- > Initiative and resilience to work independently.
- > Computer/IT skills and knowledge of Microsoft Office, including Word, Excel and PowerPoint.

### Desirable

- > Experience of using Salesforce and Pardot to manage automated marketing campaigns.
- > Experience of using tracking software to analyse detailed behavioural data to inform strategy and approach.
- > Experience of working with marketing agencies or external designers.

This post is subject to receipt of two satisfactory references and an existing Right to Work in the UK.

Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the company to undertake any duties within your skills and capabilities which the company reasonably considers necessary to meet business needs.