

<b>Job Title:</b>	Marketing Manager (Flexible Hours)
<b>Location:</b>	Futureworks, Manchester & Home-working
<b>Reporting to:</b>	Vice Principal
<b>Pay:</b>	£34,608 to £40,015 p.a. DoE & Healthcare
<b>Hours:</b>	Flexible
<b>Start Date:</b>	Flexible

### Company Info

Futureworks is a leading provider of university education in Sound, Music, Film, Television, Games, Animation and Visual Effects. Based in the centre of Manchester our premises boast state of the art studios and high-spec production facilities built to industry standards. Futureworks degree courses are delivered by experienced professionals, and our excellent links with industry employers mean students benefit from exciting guest lectures and fantastic opportunities to gain experience on real-world projects.

Futureworks values and celebrates diversity and has adopted equality, diversity and inclusion as core values. We welcome applications from suitably qualified candidates whatever their background, and especially from BAME candidates who are under-represented in our workforce.

This role is being advertised on a fully flexible basis. Futureworks is prepared to consider a range of working arrangements, including recruiting the right individual on a part-time or full-time basis, flexible and varied hours of work, and a combination of home and on-campus working.

### Job Summary

As Marketing Manager, the post holder will be responsible for working in partnership with academic staff, the student recruitment team and senior management to provide evidence-based strategic marketing advice and develop measurable marketing plans. Given the specialist nature of Futureworks' portfolio, the right candidate will need to work quickly and effectively to understand the target market, and develop compelling and competitive marketing proposals. The post holder will need to effectively engage with our student recruitment team in order to achieve our ambitious recruitment targets.

### About you:

You'll bring experience of planning and implementing marketing operations and the ability to do so in a small, specialist provider. Your skills in developing plans based on data and insight will underpin your creativity in designing innovative marketing campaigns. You will need to be able to work proactively with academic stakeholders and across a range of internal and external teams to effectively deliver marketing plans. Attention to detail is key, as is a positive and proactive "can-do" attitude.



### Representative Work Activities

- Oversee all central copy for the website, prospectus and other marketing tools.
- Design and implement PPC advertising campaigns on a course and institutional level.
- Liaise with internal and external teams to source compelling marketing content.
- Evaluate the effectiveness of online promotional activity through analytics.
- Contribute to the successful operation of recruitment events including open days, trade shows and school & college visits.
- Produce and effectively present marketing reports to senior management, department heads and academic leaders.
- Work with our CRM and admissions team to maximise student onboarding.
- Other recruitment and marketing activities, as required.

### Quality Indicators

- Work is carried out on time and to standards agreed with Line Manager.
- Quality, appropriateness and timeliness of advice and documentation, leading to valuable outcomes.
- Performance of own and, where relevant, team's activities to agreed time and quality standards.
- Initiative and judgement when solutions are not immediately obvious.
- Knowledge of, and adherence to, the organisation's Health & Safety and Equal Opportunities policies.

Experience of working in a marketing role in a higher education environment is highly desirable. The ideal candidate will have a proven track record of increasing application and enrolment numbers at a specialist provider of higher education in the UK.

Applications should be in the form of a CV and covering letter and addressed to the Vice Principal quoting reference **MM040324**. Applications can be sent via email to [work@futureworks.ac.uk](mailto:work@futureworks.ac.uk) or via post to:

Vice Principal

Futureworks, Riverside, New Bailey Street, Manchester, M3 5FS