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| **Job Title:**  Head of Marketing Attraction & Insights  **Reporting to:**  Director of Marketing, Communications & Admissions  **Base**: Hybrid work covering all sites (Base at Ilkeston) |
| **Hours:** 37 hours per week, 52 weeks a year  **Contract Type:** Management  **Holidays:** 49 days holiday (inclusive of 8 bank holidays and 6 closure days where these occur)  **Salary:** £48,000 per annum |
| **Job Purpose**  Working closely with the Director of Marketing, Communications and Admissions, this role is responsible for overseeing data collection, analysis and reporting related to marketing and admissions activities. Typically involving developing and implementing data-driven strategies to improve marketing campaigns, enhance the student recruitment process, gain insights into student demographics and preferences. |
| **Key Responsibilities**   * To deputise for the Director of Marketing, Communications and Admissions as required * Data Collection and Management – Gathering and managing data related to marketing and communication campaigns, events, school activity, admissions applications and student records * Data Analysis and Interpretation – Analysing trends, patterns and insights related to marketing effectiveness, recruitment success and student demographics * Reporting and Communication – Creating reports and presentations that communicate data insights to stakeholders, including marketing teams, admissions teams, curriculum teams and senior leadership * Strategic Planning – Developing and implementing data-driven strategies to improve marketing and admissions processes such as targeting specific student populations or optimising marketing campaigns * System Development and Maintenance – overseeing the development and maintenance of data systems in the area and tools used for data collection, analysis and reporting * Collaboration – working with marketing and admissions teams together with the wider curriculum teams to ensure data is used effectively to achieve organisational goals * Performance Monitoring – tracking key performance indicators (KPIs) related to marketing and admissions to assess the effectiveness of data-driven strategies across the marketing funnel. * Admissions support – providing insights to assist with the admissions process, such as identifying successful recruitment strategies and optimise the student applicant pool. * Marketing Campaign Optimisation – Using data to optimise marketing campaigns such as optimising targeting, message testing, channel mix and channel selection to deliver budgeted volume with an improving cost per acquisition * Establishing an end-to-end view of the customer funnel, from traditional marketing and paid media to website performance and conversion to enrolment. Highlighting areas of friction and specific points in the journey that present the opportunity for improved performance. * Student Recruitment – using data to identify and target potential students, optimise recruitment strategies and track applicants through the recruitment process. * Proactively build and maintain the data flows working with key stakeholders across the college to track and measure business performance through useable MI, highlighting potential problems and recommend potential solutions. * Collaborate with Web Development team, Head of Reporting and Head of Funding, MIS and Exams to develop automation of reporting and resolve technical issues identified problems efficiently. * Effectively communicate your recommendations for change to key stakeholders and demonstrate how value can be added or improved if changes are adopted. * Lead or support with projects and implement changes to systems and processes that improve the integration of data into marketing decision making. * Adopt and promote a continuous improvement approach by working with the teams to carry out regular reviews of systems and processes to identify opportunities for further improvements. |
| **Person Specification** |
| **Competencies**  **Essential**   * Proficiency in statistical analysis * Able to spot trends and insights from data to tell the overall story * Strong commercial awareness and understanding * Highly numerate and confidence working with large amounts of complex data and experienced in statistical analysis techniques * Excellent communication and interpersonal skills – able to explain complex information in a simple, easy to understand way * Must be able to travel / access all sites   **Desirable**   * Project Management |
| **Knowledge & Experience**  **Essential**   * Experience as a Marketing Data Analyst with a history of working in D-2-C business with paid-for media acquisition channels. * Experience in the use of analytical tools and systems   **Desirable**   * Experience and knowledge of education |
| **Qualifications**  **Essential**   * Maths and English Grade 4 or above * Degree level in related field such as statistics, math, business administration   **Desirable:**   * Professional Marketing Qualification * Any on-line certificate or course in areas like marketing analytics, data visualisation or specific analytics tools |