

## Job Description

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<b>Job title:</b>	Marketing Manager	<b>Department:</b>	Marketing
<b>Reports to (title):</b>	Head of Marketing	<b>Division:</b>	Oxford Education

### PURPOSE OF THE JOB

With a Head of Marketing overseeing this team and leading the consumer and trade marketing strategy, a proactive, creative, digitally-minded marketing manager is needed to drive and manage campaigns across major children's series/character properties for the ECHE (Early Childhood and Home Education) portfolio.

The Marketing Manager will support the HOM to develop, manage and implement the marketing plans across our home learning and trade division, working across consumer and trade channels, leading on marketing campaigns and working alongside the Senior PR and Publicity manager on campaigns for major brands to build our profile and increase reach.

The post holder will work closely with publishing, sales, commercial and other departments to define strategies for new programmes and effectively manage take to market plans.

### PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

- **Strategy and market planning.** Supporting the HOM in representing the senior management team for ECHE markets across Publishing, Sales, Marketing and Technology, and helping to determine short, medium and long term market strategy across product, service and new business development.
- **Market insight.** Ensure that we are in line with the latest market trends and consumer insights relevant to your markets.
- **Business development.** Drive new business development through identifying opportunities, proposing strategies and directing marketing projects for your markets.
- **Digital product and platform strategy.** Contributing to the markets' digital strategy to ensure customer experiences and online revenues are optimised through a seamless marketing and online product strategy.
- **Liaison with external stakeholders.** Responsible for contributing to, initiating and negotiating new partnerships within your markets, and for managing and developing existing partnerships to enable us to deliver the content marketing strategy.
- **Brand strategy.** Supporting the HOM with the market and product brand strategies across the functions where necessary. Supporting the HOM with the Guardian of sector brand values and visual identities.
- **Thought leadership.** Responsible for supporting the HOM with the content and thought leadership strategy for your markets, working closely across Publishing, Sales and Technology to ensure implementation.
- **Meeting financial targets.** Responsible for managing the marketing budgets for your markets, allocating resources to maximise efficiency and to ensure that commercial objectives are met.

## **KNOWLEDGE AND EXPERIENCE**

The successful candidate will have:

Essential:

- Experience of marketing (at least three years)
- Experience of setting and leading marketing campaign plans
- Experience of delivering creative and effective campaigns
- Experience of digital marketing and marketing digital product
- Experience of setting and managing budgets
- Excellent organisational, presentational and interpersonal skills
- Experience of using management information systems to analyse business performance and market trends

Desirable:

- Knowledge of the education and/or qualifications sectors
- Knowledge of the children's trade publishing market
- Business/marketing qualification
- Willingness to travel

## **KEY INTERFACES**

**Internal:** Heads of Department across Oxford Education, Marketing SMT, Publishers, National Sales Managers, Commercial, IT, Design, Production, Group Communications

**External:** Third party organisations, marketing, PR and design agencies, market research consultancies, authors, customers and events teams.