

Job Description

Job Function:	Marketing
Job Family:	Educational & Marketing Services
Career Stream:	Individual Contributor
Job Level:	6
Position Title:	Marketing Manager
Division or Group Function:	ELT
Country or location:	UK
Reports to (position title):	Director of Product Marketing (interim Head of Global Campaigns)

Job Purpose

Summarize in no more than 3 sentences the overall purpose of the job – i.e. why exist? What are its key deliverables? Start with 'Responsible for....'

Responsible for developing the competitive value proposition, messaging and marketing strategy for ELT's global portfolio which will inform product and service development, global and regional marketing plans, and the wider Marketing strategy to support growth in sales and market share globally.

Key Accountabilities List the main responsibilities of the role with supporting activities. Describe what is done, to what, with what result

Accountability and supporting activities	Measure of success Use quantifiable and/or qualitative measures
Define and create a clear, competitively advantaged customer value proposition for the ELT portfolio, including USPs, product positioning, and key sales messages ensuring it is aligned with the wider marketing and integrated offer strategies	Product offer is clearly differentiated from competing offers
Champion the customer voice by working in collaboration with the Product Portfolio Managers to enhance the proposition for the customer and to ensure that products are aligned to the value proposition, product messaging and positioning strategies.	Proposition clearly meets customer needs/solves a customer problem
Define marketing strategy for key international product launches with clear and meaningful marketing objectives and KPIs agreed with relevant stakeholders	Key copyrights have supportive marketing plans to maximise activity in driving sales
Define product-agnostic sector-based marketing plans designed to support customers and promote the Primary/Secondary/Adult segment portfolios.	Segment-based campaign plans are created for delivery and support Regional Marketing activity. Based on launch window schedules.
Define impact and detailed messaging, boiler-plate and on-product copy into the Product Training Manual and	Consistent messaging is delivered ahead of launch via Product Training Manuals and online catalogue copy.

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appropriate bibliographic repository to ensure consistency across channels, regional and global usage	
Champion best practice in proposition development and provide guidance to Marketing and Product teams as required	All teams lead with the value proposition
Coordinate appropriate research (to be carried out by the Marketing Research team) to support proposition understanding and enhancement	Propositions and messaging is supported by market research
Plan, create and deliver collateral within the current defined Product Launch Pack to on time and to budget.	Regional teams have product assets for launch as defined in the launch window schedule.
Manage designated budget to ensure best return on investment	Activity is planned delivered to budget

Attributes / Knowledge/ Education / Previous Experience

Add extra lines if you need more space

	Essential The job cannot be performed without these	Desirable Nice-to-have, and could be trained on the job
Attributes	Customer-focused, solution-focused, team player. Able to think creatively and demonstrate effective problem-solving skills Able to synthesize data and information and use to inform marketing plans. Good communication skills. Comfortable with change and open to learning (ie CRM and automation) Ability to multi-task and comfortable managing/working across different project teams	
Skills & Knowledge	Familiar with marketing fundamentals (use of data, KPIs, customer lifecycle, customer journey) Knowledge of and experience in ELT and/or the education sector, particularly in relation to teaching and learning materials, both print and digital.	ELT background and/or language learning
Education or Qualifications	Post-GSCE studies (A level or similar) Degree and/or Professional Marketing qualification	
Previous Experience	Experience of managing a wide portfolio of projects and responsibilities Experience in developing marketing plans and implementing multichannel campaigns.	

Business Dimensions Include the dimensions relevant to the role

Turnover:	
Surplus:	
Headcount Managed:	None

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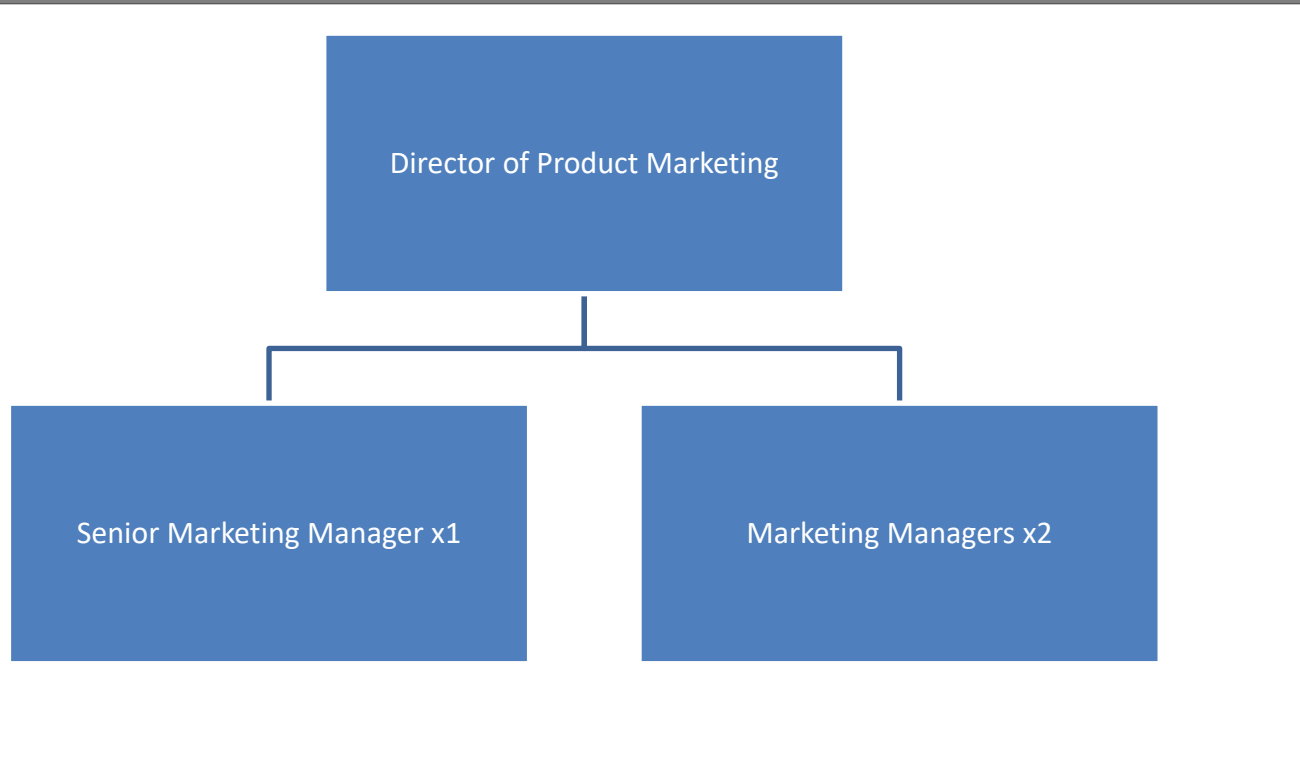
Operating Cost Budget:	
Headcount Budget:	

Key Interfaces:

Internal:	Works closely with: Product Portfolio Managers and Product Development Leads, Global Campaigns, Sales Enablement, Regional Marketing Teams, Social & Community Marketing, Research & Customer insights teams. Also Operations, Compliance.
External:	Customers, authors, freelancers/suppliers, research agencies

Organisation

Add organisation chart here – include one level above the role, peers, and any teams or roles reporting to the role. Use job titles, not names.



Version Control

Version :	1
Changes Made:	20/06/22
Date Approved:	
Approved By:	
Title:	