

MARKETING LEAD (LEARNING)

The purpose of this role is to develop and implement a range of innovative marketing strategies in order to drive student recruitment for the Dartington Trust's learning programmes and to build the Dartington Learning brand nationally and internationally

ROLE DETAILS:

DEPARTMENT: Cultural Engagement
REPORTING TO: Head of Marketing & Communications

SOME OF THE MAIN THINGS YOU'LL DO:

- Develop creative and bold strategies to drive student recruitment for Dartington Learning accredited programmes and short courses.
- Develop the Dartington Arts School and the Schumacher College brands and build the profile of their learning offers nationally and internationally.
- In alignment with the central marketing team and academics, manage the production of high-quality content pieces for the web, print, social media including promotional material, testimonials and infographics.
- Manage and prioritise all financial and non-financial resources in a way that ensures the most impactful return on investment in terms of student/participant recruitment and brand development.
- Analyse trends in Higher Education and student/consumer behaviour and adapt strategies accordingly.
- Evaluate and report upon the impact of key marketing initiatives, and ensure that decisions made about marketing activity are evidence based.
- Ensure that all interventions and are delivered to a high standard, on time, on brand within budget.
- This list is not intended to cover all areas of your role but rather to outline the key accountabilities. Critical to success will be that your work is carried out in a way that demonstrates your initiative, commitment and your approach to driving the success of Dartington's learning offer in line with strategy and Trust purpose.

INDICATORS OF ROLE SUCCESS:

- Increased student and participant numbers
- Return on investment
- Brand awareness rates

EXPERIENCE:

- Professional marketing experience of developing and executing successful campaigns using the full complement of marketing tools and approaches (Essential).
- Experience of customer segmentation and driving e-Marketing campaigns (Essential).
- Experience of working in a Further or Higher Education environment and evidence of successfully driving increased recruitment (Desirable).

SKILLS & KNOWLEDGE:

- Ability to operate at a strategic level whilst also being responsible for operational delivery (Essential).
- Proven ability to identify opportunities and deliver results by working collaboratively with a range of colleagues and stakeholders (Essential).
- Ability to creatively problem-solve and remain calm under pressure (Essential).
- Ability to navigate ambiguity and work in an evolving environment (Essential).
- Ability to work effectively with social media, online tools including Zoom and Wordpress, virtual open day platform (Essential)
- Excellent written and verbal communication skills (Essential).
- Solid knowledge of website analytics tools (Essential).
- Professional qualification or relevant degree (desirable)
- Sound planning and project management skills (Desirable).
- A willingness to act at all times in line with Dartington's ethics and values (Essential).
- An interest in our primary learning subjects: the arts and literature, environmental humanities, and holistic studies (Desirable).

