

Job description: Marketing Manager

Spirit Studios is an independent Higher Education provider specialising in Music Production. Established in 1980, our rich history is intertwined with the music industry. Artists such as The Smiths, The Stone Roses, The Happy Mondays, Courteeners and Tito Jackson have used our facilities whilst our tutors have worked with Groove Amadra, Orbital, Elbow and the Prodigy to name but a few. Our complex comprises of state of the art recording studios, edit suites, computer suites and a live venue. With subjects spanning live engineering, sound design, music production, electronic music and music business, we have produced graduates that have worked with the cream of the music industry across the globe.

Title of the Post:	Marketing Manager
Location:	65-69 Downing Street, Manchester, M1 7JE
Responsible to:	Senior Management Team
Pay Scale:	£30K - £35K depending on experience
Hours of work:	35 hours per week. 7 hours per day between 8:30am – 6:00pm Office based

Responsible for:

We are looking for an experienced marketing manager to lead our small team of marketers and to support the business in realising its student recruitment targets for all undergraduate and industry related courses by reaching quality prospective students in the UK market.

With a thorough understanding and enjoyment of current media, marketing channels, trends, tracking and analytics, and with an ability to innovate on marketing campaigns, you will lead and advocate a unique and highly respected student journey from awareness through to enquiry, application, enrolment and beyond.

You will lead the marketing plan and the planning, implementation and evaluation of any marketing campaigns, and will use your understanding of acquisition techniques and audience insights to continually develop and produce highly effective and engaging student focused marketing.

Working closely with your team and other departments within Spirit Studios, you will ensure that web pages are populated with engaging content and optimised for student journey, engagement and application. You will also lead on the planning, implementation

and evaluation of our internal and external recruitment events and activities (in person and virtual).

Key Tasks and Responsibilities:

To coincide with the above description, with strong market and customer insight, you will:

- Lead and advocate a unique and highly respected student journey from awareness through to enquiry, application, enrolment and beyond.
- Develop the annual marketing plan and evaluate its success against targets and objectives.
- In collaboration with the whole team, including student recruitment, plan and execute campaigns across all known media, including but not limited to: digital marketing/social media, events, email and direct marketing, industry and school outreach, PR and partnerships and SEO & PPC
- Developing the Spirit Studios brand
- Create plans to grow and evolve our customer database, using data and insights for recommendations to maximize leads and conversion rates across all courses.
- Analyse, pivot and report campaign results and leads.
- Work in hand with the senior management team to ensure that campaigns are well briefed in and feedback adequately looped.
- Ensure our website is up to date and optimised with fresh content (imagery, copy and links).
- Lead a small team of high performing marketeers in their field.

Minimum Essential Requirements

- Experience of marketing within the higher education sector
- Educated to degree level in appropriate discipline, or working towards a marketing qualification, such as a Chartered Institute of Marketing Diploma
- Proven experience of developing marketing plans for student acquisition and evaluation of success
- A deep understanding of marketing channels
- Knowledge of SEO, Google Adwords & Analytics, Social Media advertising and Content Management Systems
- Excellent communication skills
- Excellent leadership and teamworking skills

Desirable Abilities

- Experience of marketing within music or creative industries
- A knowledge of and passion for the music industry
- Graphic design experience

Benefits

Generous annual leave entitlement

Commitment to continuing personal development

Educational discounts on music production hardware and software

Cycle to work scheme

Equal opportunities

Spirit Studios is committed to equality and diversity, and welcomes applications from all sectors of the community.

How to apply

Apply in the first instance by email with a CV and covering letter as attachments to the Head of Finance and Human Resources, gary.smith@spiritstudios.ac.uk

It is suggested to apply early as should a sufficient number of applications be received this vacancy may close earlier than the stated application closing date 4 October 2021.

No job description can be comprehensive or capable of providing for changes in educational demands or the policy environment. The duties above should, therefore, be read as indicating the broad expectations of the post and do not imply that other duties reasonably commensurate with the scope of the post may not be required from time to time. The duties of the post will also develop and change over time and this job description may not be used as the basis for refusing to accept changes which are, in all the circumstances, reasonable.