

## Job Description

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Job Title	Head of Marketing & Sales
Hours	28.8 hours per week (4 days / 80%), part-time, permanent
Reports to	Chief Revenue Generation Officer
Responsible for	Content Creation Strategist and Digital Marketing Specialist
Location	Remote or Hybrid (office in London)
Salary	£36,000 (PTE / 80%)

### Team purpose:

The revenue generation team is dedicated to fostering a dynamic member community and broadening financial sources, enhancing both sustainability and outreach. The team's chief objective revolves around drawing in and keeping members actively engaged and supportive. Concurrently, the team is tasked with investigating and enacting a variety of revenue-generating strategies, such as sponsorships, training, and other creative ventures, to ensure a diversified financial foundation. The team endeavours to nurture a robust community spirit, where members are encouraged to contribute, engage collaboratively, and reap the benefits of their involvement with Learning on Screen. This approach not only solidifies the financial stability of the organisation but also promotes growth through an array of income opportunities.

Accountable to the Chief Revenue Generation Officer, the Head of Marketing & Sales works collaboratively with the Membership Manager and Head of Development to deliver our new strategy for 2023 – 2027 and beyond.

### Scope of the role:

The Head of Marketing & Sales plays a pivotal role in driving the organisation's growth by spearheading dynamic marketing and sales communication strategies. This role is crucial for amplifying the organisation's brand and leveraging it to maximise membership acquisition and revenue. Includes designing and executing aggressive marketing campaigns, honing sales messaging to ensure market penetration, and developing innovative sales tactics to attract and retain members and customers. The incumbent is expected to lead the team with a strong focus on conversion rates and ROI, aligning all efforts with the overarching sales goals of the organisation. The role demands a relentless pursuit of excellence in brand positioning, member engagement, and the execution of sales-driven communication initiatives across various channels.

### Core responsibilities:

Under the guidance of the Chief Revenue Generation Officer:

### Membership Growth and Sales Strategy:

- Crafting and executing strategic marketing plans to drive membership growth and retention.

- Developing sales-focused communication campaigns that effectively convey the value proposition to potential members.
- Overseeing communication strategies tailored to members, ensuring relevant and timely dissemination of information regarding membership benefits, events, and updates.
- Utilising various channels, including newsletters, social media, webinars, and direct communications, to engage and update members.

### **Marketing Campaign Management:**

- Leading the creation and management of comprehensive, multi-channel marketing campaigns tailored to various segments of the market.
- Monitoring campaign performance, adjusting strategies as necessary to optimise sales and member acquisition.
- Implementing engagement strategies to enhance members' sense of community, involvement, and participation in organisational activities and initiatives.

### **Brand Development and Positioning:**

- Developing and maintaining a strong and consistent brand identity, positioning the organisation effectively within the education sector.
- Leveraging brand strength to increase market share and drive competitive advantage.
- Ensuring adherence to brand guidelines across all communication materials and touchpoints.

### **Market Analysis and Segmentation:**

- Conducting thorough market research to identify trends and opportunities for membership expansion.
- Segmenting the market and personalising marketing efforts to address the needs of different member and customer demographics.

### **Digital Marketing and Content:**

- Overseeing the organisation's online presence, including website, social media, and email marketing, to maximise engagement, conversion rates and interaction with the audience.
- Utilising SEO and SEM strategies to enhance visibility and attract potential members and customers through online channels.
- Utilising digital analytics to measure performance, generate insights, and guide digital strategy.
- Overseeing the creation and management of compelling, high-quality content across various platforms, including the organisation's website, blogs, social media, and marketing materials.

### **Team Leadership and Collaboration:**

- Leading and mentoring the team to achieve set targets.
- Collaborating with other departments to ensure a unified approach to member services and experience.

### **Performance Metrics and Reporting:**

- Establishing KPIs for membership sales and marketing activities.
- Regularly reporting on campaign performance, market penetration, and overall sales results to the senior management team.

#### **Budget Management:**

- Managing the marketing and communications budget, ensuring cost-effective allocation of resources.
- Evaluating ROI on marketing and sales initiatives to inform future budgetary decisions.

#### **Stakeholder Engagement:**

- Engaging with key stakeholders to align marketing strategies with organisational strategic objectives.
- Representing the organisation at events, conferences, and networking opportunities to promote membership growth.

#### **Organisational Effectiveness:**

- Developing and executing operational work plans and schedules, meeting specific milestones for delivery.
- Providing regular reports on work progress, using key performance indicators (KPIs/OKRs) and organisational targets.
- Fostering effective communication with other teams to ensure colleagues are aware of work.
- Ensuring proper recording, processing, and maintenance of organisational knowledge and information in accordance with good administration practices.

#### **General:**

- Staying updated on relevant educational issues and developments impacting key audiences and the sector.
- Fulfilling other duties as requested by the CEO and the senior leadership team.
- Attending and actively participating in team away days, performance, development, and training programmes.
- Adhering to organisational policies and practices as set out in the Staff Handbook.
- Taking responsibility for the health, safety, and welfare of oneself, staff members, and visitors.
- Demonstrating commitment to ongoing professional development.

The job description is subject to occasional amendments and is not considered a part of the employment contract. Flexibility is required within the broad scope of the position.

## Person Specification

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The Head of Marketing & Sales is be expected to demonstrate the following:

### Essential

#### Experience and Qualifications:

- Relevant qualification in Marketing, Communications, Business Administration, or a related field.
- Extensive demonstrable experience in marketing and communications preferably within a membership organisation.

#### Membership Marketing Expertise:

- Proven track record in developing and executing successful marketing strategies within a membership organisation, leading to significant growth in membership numbers and engagement.

#### Strategic Thinker:

- Demonstrated ability to think strategically, translating organisational objectives into effective marketing and communication strategies.
- Experience in aligning marketing efforts with the organisational mission and vision, ensuring a consistent brand message.

#### Team Leadership and Management:

- Strong leadership skills, with experience in leading and motivating a team of marketing and communication professionals.
- Ability to mentor and develop team members, fostering a culture of collaboration, creativity, and continuous improvement.

#### Multi-channel Marketing:

- Proficiency in utilising various marketing channels, both traditional and digital, to reach and engage a diverse membership and customer base.
- Experience in leveraging social media, email marketing, events, and content marketing to drive acquisition and engagement.

#### Stakeholder Engagement:

- Excellent stakeholder management skills, including the ability to engage with and influence key stakeholders both internally and externally.
- Experience in building and maintaining strong relationships with partners, vendors, and relevant industry stakeholders.

#### Budget Management:

- Experience in effectively managing marketing budgets, ensuring optimal utilisation of resources, and achieving desired outcomes cost-effectively.
- Ability to track and analyse marketing expenses and return on investment (ROI).

#### Communication Skills:

- Exceptional written and verbal communication skills, enabling the creation of compelling marketing materials and effective communication with diverse audiences.
- Ability to convey complex ideas and concepts in a clear, concise manner.

## **Desirable**

### **Membership Association Experience:**

- Previous experience working in a membership-based organisation, preferably within the non-profits or educational sector.
- Understanding of the unique challenges and opportunities associated with managing a membership-driven organisation.

### **Public Relations and Media Skills:**

- Knowledge of public relations strategies and media management, with experience in media outreach, press releases, and crisis communications.
- Previous experience in representing the organisation in media interactions and interviews.

### **Data Analysis and Digital Tools:**

- Familiarity with data analytics tools and digital marketing platforms to analyse marketing performance and optimise strategies.
- Experience in utilising CRM systems for effective member segmentation and targeted marketing efforts.

### **Event Marketing Proficiency:**

- Experience in marketing events and training programmes to a membership base, optimising attendance, and engagement through strategic marketing campaigns.