



JOB DESCRIPTION

Senior Marketing Executive





1. ROLE SPECIFICS

Job Title:	Senior Marketing Executive
Grade:	MLG 4
Reports to:	Marketing Manager
Location:	London, Birmingham or Manchester – hybrid
Department:	Marketing
Vetting Requirement:	Enhanced Disclosure

2. ABOUT THE ROLE

What you'll be doing	<p>As a Senior Marketing Executive, you will work closely with the Marketing Manager to support the strategic planning, design and delivery of campaigns and activities to generate enquiries and applications from prospective students for our different university partners.</p> <p>This is a hands-on role where an experienced, strategically minded and energetic marketer will support activities to increase the return on investment of lead generation activities.</p> <p>You will work with several internal and external stakeholders, maintaining relationships to encourage collaboration, creativity and a strategic mindset towards the work our team produces. You will also act as a mentor to Executives within the team.</p>
Key Responsibilities	<ul style="list-style-type: none">• Strategically planning, designing and delivering paid and organic marketing campaigns and activities to increase the return on investment of lead enquiries and applications• Reviewing and refining marketing campaigns across different channels for different audiences, providing data-driven insights and recommendations for improvements• Working with our university partners and third-party suppliers• Support the design and implementation of a content strategy which integrates our different channels where appropriate



	<ul style="list-style-type: none">• Identification and research of new suppliers, channels and opportunities
KPIs & SLAs	<ul style="list-style-type: none">• The role holder will have regular reviews with key quarterly/annual KPIs.• Key requirements will relate to supporting overarching business objectives.
Key Working Relationships	<ul style="list-style-type: none">• Student Recruitment Marketing Team• Wider QAHE Marketing Team• QAHE Sales Teams• University partner marketing teams• Third-party marketing agencies

3. ABOUT YOU

Your Competencies 1: Working Level 2: Advanced Level 3: Expert Level	Core Results driven – 2 Continuous learning - 1 Taking ownership - 2 Collaboration - 2 Role Specific Attention to detail - 2 Solution driven - 2 Creativity - 2 Strategic thinking - 2
Your Experience	<ul style="list-style-type: none">• Proven experience working in a Marketing Executive role for at least 2 years• Experience in lead generation activity is essential• Experience in aligning wider business objectives to marketing tactics and strategy• Experience of working with a variety of stakeholders• Experience of line management, mentoring or coaching would be advantageous• Experience of working in the education industry would also be advantageous
Your skills	<ul style="list-style-type: none">• Demonstrated skills in lead generation activities and the return on investment of these campaigns• Ability to implement a multi-channel marketing strategy• Solutions-focused – confident in proposing new data-driven ideas for improvements/efficiencies• Good interpersonal skills with the ability to work across internal and external teams, building rapport• A confident copywriter across digital channels• Embraces the opportunity to mentor junior team members• A detail-oriented approach• Deadline-focused with the ability to effectively manage your time



	<ul style="list-style-type: none">• Passionate about the customer experience
Your Knowledge	<ul style="list-style-type: none">• General knowledge of Microsoft Office essential (MS Teams a bonus)• General knowledge of Adobe Creative Suite (e.g. Illustrator/Photoshop) advantageous• Understanding of how to create KPIs in line with wider business objectives and aims• Understanding of the higher education market would be highly advantageous
Your Qualifications	<p>Educated to degree-level in Marketing (or a related subject) and or related Marketing qualification (advantageous).</p> <p>Minimum 2 years professional experience in a Marketing Executive role or higher (essential).</p>
What you'll bring to QAHE	<ul style="list-style-type: none">• Enthusiastic and eager to work in higher education• Positive and proactive approach to collaborating in a team and working autonomously• A willingness to learn and support the team across a variety of campaigns• Very organised with great prioritisation and delegation skills• A desire to deliver high quality work• Eager to work in a fast-paced, busy and high energy team environment• Excellent communication skills and patient – you'll be a natural at building strong working relationships to inspire and influence others• Would suit an ambitious individual with a desire to progress and take on more responsibility• Passionate about marketing• Innovative, inquisitive and imaginative

4. WORKING AT QA HIGHER EDUCATION

QAHE is a private UK higher education provider working in partnership with UK universities to recruit to and deliver a range of programmes from foundation level to undergraduate and postgraduate degrees. We currently teach over 17,000 students from all over the world.

We work with our partner universities cover course subject areas including Accountancy, Business, Computing, Cyber, Digital Marketing, Events Management, Project Management and Web Development all delivered in city centre locations.

We believe everyone should be given access to outstanding higher education and our aim is to make that possible.

QAHE is committed to safeguarding and promoting the welfare of children, young people and adults with care and support needs. We hold the expectation that all staff share this commitment in creating a safe and inclusive environment and as an organisation, we comply with relevant legislation and best practices in safeguarding.

