

## JOB OUTLINE

<b>Job title:</b>	<b>Head of Marketing</b>
<b>Job ref:</b>	<b>HFL1449</b>
<b>Hours:</b>	Full-time, 37hrs per week.
<b>Salary band:</b>	Band 6:
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Commercial Director
<b>Team:</b>	Marketing & Commercial Team
<b>Location:</b>	Hybrid working; consisting of remote working, and 2 days per week at our offices in Stevenage, Hertfordshire.

## OUR COMPANY

HFL Education (Formerly Herts for Learning) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

## JOB CONTEXT

Our in-house HFL Marketing team provide a wide range of support, from delivery content production to brand awareness and lead generation, both locally and nationally. The teams' responsibilities include:

- Promoting HFL products & services to schools and educational clients;
- HFL brand management;
- Digital communication across multiple sites;
- Brand awareness through appropriate channels;
- Clear, timely communications via email & press;

- Running campaigns on-time and to budget;
- Using data analytics to inform the business.

### **PURPOSE OF THE JOB**

The Head of Marketing position leads the function to ensure a co-ordinated marketing agenda; overseeing effective and timely implementation of planned activities, ensuring our systems and processes are well-designed and efficient, and effectively line-managing our marketing managers to drive impactful, measurable, and results-driven activity.

The role provides strategic marketing direction in-line with our business objectives, to ensure our brand, sales and pipeline remain strong and the financial position of the company is secure and sustainable. Clear communication is key, alongside simplifying complex processes, generating leads through a strong understanding of ROI, and ensuring the brand is consistently and positively represented to internal & external stakeholders.

### **MAIN AREAS OF RESPONSIBILITY**

As our Head of Marketing, you will be driven to add maximum value in all that you do. You must be passionate about education and helping young people achieve their life goals. You will be required to:

- Develop an annual marketing plan with line managers, managing budgets and ensuring projects are delivered on-time and within budget to a consistently high standard;
- Lead and manage the marketing teams, including design, digital, content, social media, PR;
- Ensure the smooth, co-ordinated delivery of all marketing activity across a number of products and services;
- Work closely with our Executive and leadership stakeholders to ensure activity is fully agreed and aligned with business priorities;
- Undertake regular analysis and reporting on marketing activity, ensuring a good ROI
- Undertake ongoing analysis of key competitors and make recommendations to the business;

- Implement planning tools which help ensure the smooth running of projects across a number of stakeholders;
- Manage corporate projects on behalf of our Executive team, such as the production of the Company annual report and shareholder survey

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

## PERSON SPECIFICATION

### Knowledge and Experience of:

- Comprehensive knowledge of the education sector
- Extensive experience in a senior marketing role – ideally managing multi-discipline teams, across a number of service and product areas
- Experience of working in an agency would be desirable
- Able to demonstrate the impact of marketing activity that they have managed
- Considerable digital marketing experience including GA, PPC, SEO & Social
- Knowledge on Drupal, e-commerce etc would be an advantage
- Data-driven and results focused, using insights and trends to adapt activity and maximise ROI

### Essential skills and abilities:

- Confident presenter with strong negotiation and influencing skills
- Ability to write creatively, clearly and concisely with proven PR success
- Excellent IT, written, verbal and analytical skills
- Adaptable team player that works well under pressure, with multiple concurrent projects within an overall delivery agenda
- Previous experience and evidence of managing, inspiring and developing a multi-discipline team of 15+ people

## EQUAL OPPORTUNITIES

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HfL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Anti-racist position statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

### **DISCLOSURE AND BARRING SERVICE**

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

### **HEALTH AND SAFETY**

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

### **INTELLECTUAL PROPERTY RIGHTS**

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

### **APPLICATION PROCESS**

Brand Recruitment will be managing the recruitment process on our behalf, so please feel free to contact [ben@brandrecruitment.co.uk](mailto:ben@brandrecruitment.co.uk) with any queries.

For an informal, no-obligation discussion, you can also contact our Commercial Director Anu Jagota, via email through [lauren.phipps@hfleducation.org](mailto:lauren.phipps@hfleducation.org). Please provide

your contact details so that a mutually convenient time can be arranged to discuss the opportunity.

If you are ready to apply, please email [ben@brandrecruitment.co.uk](mailto:ben@brandrecruitment.co.uk) at Brand Recruitment with an up-to-date CV, along with a cover letter to include responses to the following questions:

1. Outline the range of marketing activity you have managed along with the scope (local, national, international).
2. Describe the largest or most challenging marketing activity/project you have implemented and managed through to completion. Please include the result and impact.
3. Provide an example of how you have supported your team through change.

As part of our move towards eradicating unconscious bias within the recruitment process, we will be anonymising your forms. To help HFL make sure our policies and working practices are inclusive and non-discriminatory we would like you to complete the HFL equal opportunities form. This will not be stored with your application and will only be utilised by HR.

**This job advert may close as soon as sufficient applications have been received. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.**