# Job Title and Details

* Job Title: Marketing Manager
* Contract: Full Time – Permanent
* Hours: 37.5 hours per week
* Location: Hybrid, with 1-2 days a week in our Bolton Head Office
* Salary: Up to £40,000 per annum

# About the Group

# We believe every child will flourish in an environment intentionally crafted for their success and positive wellbeing. For us, exceptional education starts by knowing every child well enough to be able to tailor our teaching to their individual abilities and aspirations. It’s part of a culture of aspiration, in which academic ambition is complemented by pastoral care and personalised support.

# Our approach works.

# We are proud of the 97% success rate amongst our leavers proceeding into further education, employment or specialist training. They leave us with the self-confidence and self-discipline needed to step up and embrace the bright futures that await them.

# We aim to cultivate a lifelong love of learning. To instil enough confidence and curiosity to discover and develop one’s talents, wherever they may lie. Instead of ‘How smart are you?’, we ask, “How are you smart?’.

# About the Role

We’re looking for a strategic, creative, and hands-on Marketing Manager to lead integrated marketing efforts across our portfolio of brands.

* Momenta
* Blenheim schools
* Options
* Acorn

Reporting to the UK Marketing Director, and alongside your Marketing Manager counterpart – between you, you will lead the development and execution of marketing strategies that support our organisational growth, including new school and service openings, brand positioning, and stakeholder engagement. The successful candidate will be at the forefront of shaping our messaging, storytelling, and brand consistency across a range of platforms and audiences.

# Key Responsibilities

* Lead the development, implementation, and performance reporting of integrated marketing plans aligned with business goals.
* Own and manage key marketing campaigns, ensuring execution across digital, PR, events, and offline channels.
* Manage relationships with internal teams and external agencies including web, PR, creative, and digital.
* Produce compelling content including web copy, case studies, newsletters, and thought leadership for various stakeholders.
* Champion the rollout of new school and service brands, ensuring consistency and visibility across all channels.
* Lead digital strategy and website optimisation initiatives to enhance user experience and generate leads.
* Support business development efforts by creating marketing materials, campaigns, and event support for new services.
* Act as a brand guardian across all group entities, ensuring tone, design, and messaging are consistent.
* Manage budgets effectively and ensure marketing activity is both cost-efficient and impactful.
* Support the development of junior marketing staff, sharing knowledge and expertise to upskill the wider team.

# Who We’re Looking For

You’ll be a proactive, strategic thinker with the ability to manage multiple projects and lead initiatives from concept to execution. You’ll be comfortable navigating a matrix organisation and influencing diverse stakeholders. You’ll be resilient and always looking for ways to do it better.

# Essential

* Proven experience in a marketing management role or equivalent senior position.
* Strong strategic and project management skills.
* Track record of delivering results-led marketing campaigns
* Excellent written and verbal communication skills
* Experience working with external creative and media agencies
* Proficiency with marketing tools and platforms (e.g., CMS, social scheduling, analytics, email marketing).
* Strong budget management and commercial awareness.

# Desirable

* Experience in education, or related sectors.
* Line management or team leadership experience.
* Familiarity with Adobe Creative Suite and web CMS tools.

# Why Work for Us

* Access to a comprehensive training suite
* Clear career development pathways across the Group
* Employee Assistance Programme and Salary Finance options
* Employee recognition schemes and discounts through The Hub
* Cycle to Work scheme
* Option to purchase private medical insurance
* Remote-first working culture with collaborative team spirit

**Key dates**

* Shortlist interview – 27h May – please note, this interview will be 1 hr and will include a 15-minute presentation.

‘Describe the steps you’d go through to research and build a marketing strategy’

* Final interview and job offer – 28th May
* Preferable start – June 2025

# Ready to Apply?

If you think you’d be a good fit, we’d love to hear from you. Visit www.outcomesfirstgroup.co.uk to apply.

For an informal conversation about the role, please contact Leila Gold – Leila.gold@ofgl.co.uk

We are an Equal Opportunities Employer and committed to safeguarding children and young people. All employees will be subject to appropriate background checks.