

## Job description

<b>JOB TITLE:</b>	Senior Marketing Manager
<b>REPORTS TO:</b>	Associate Director, Marketing
<b>RELATIONSHIPS:</b>	Freelancers (e.g. copywriters, videographers, photographers) External Agencies Internal teams across RADA Business, including Business Development and Operations

## ROLE SUMMARY

The Senior Marketing Manager is responsible for executing integrated marketing and communications activities that grow the RADA Business brand, drive B2C sales, and fuel the mid- to long-term B2B pipeline. Reporting to the Associate Director, Marketing, you will work closely with the Marketing, Business Development and Operations teams to deliver and report on marketing initiatives.

## KEY MEASURES OF SUCCESS

- Marketing campaign execution: Successfully plan and deliver marketing campaigns on time and within budget, achieving specified engagement and conversion targets.
- Digital marketing performance: Increase website traffic, social media engagement, and email marketing metrics by agreed percentages.
- Website management and performance: Ensure content is up to date and support on functionality upgrades when needed, and provide web analytics reporting.
- Lead generation: Achieve targeted increases in lead generation for B2C and B2B segments as agreed
- Content production: Produce high-quality content pieces per year that align with brand messaging and strategic objectives as agreed
- Reporting: Deliver regular performance reports with actionable insight.
- Collaboration and communication: Maintain high collaboration scores with cross-functional teams, measured by internal feedback mechanisms.

## KEY RESPONSIBILITIES

### Marketing planning and delivery

- Campaign management: Plan and deliver evidence based, integrated marketing campaigns from planning to delivery and evaluation to drive business growth and support the commercial marketing strategy.
- Market research: Assist with research and analysis for marketing planning and development.
- Stakeholder engagement: Produce internal reports and engage key stakeholders with findings and recommendations.

## Digital marketing

- Digital strategy execution: Optimise and develop all organic and paid digital marketing activities, ensuring all efforts are strategically aligned, accurately measured, and achieve strong ROI, including website maintenance.
- Systems development support: Assist in systems development with a particular focus on data analytics and leveraging new technologies such as Generative AI.
- Compliance: Ensure all digital marketing activities comply with GDPR and other relevant regulations.

## Content production

- Content creation: Create and source a wide variety of marketing and brand materials for paid, owned, and earned media opportunities, targeting distinct audience segments throughout all stages of the funnel.
- Business development support: Support development of relevant media and materials to support business development activities.
- Asset management: Maintain and leverage a multimedia content library that showcases stories, impact reports, case studies, and thought leadership.

## Reporting and evaluation

- Performance reporting: Provide regular sales and lead generation reports to monitor performance against targets.
- Engagement metrics: Compile monthly engagement reports covering website analytics, social media metrics, and email campaign results across all commercial programmes.
- Data-driven insights: Utilise insights to refine marketing strategies and improve campaign effectiveness.

## Collaboration and teamwork

- Cross-functional collaboration: Work closely with the Business Development and Operations teams to enhance marketing performance and support broader business initiatives.

## GENERAL

- Equality and inclusion: Promote equality, diversity, and inclusion in all marketing initiatives, ensuring these values are integral to all activities.
- Regulatory compliance: Comply with Health and Safety legislation, GDPR regulations, and internal policies related to data protection and content usage.

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	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent relevant experience</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing qualification</li> </ul>
<b>Skills, abilities and competencies</b>	<ul style="list-style-type: none"> <li>• Digital Proficiency: Expertise in digital marketing platforms and tools, including SEO/SEM, email marketing, social media, CRM systems, and data analytics.</li> <li>• Proven expertise in digital marketing to drive business growth</li> <li>• Excellent project management skills with the ability to handle multiple initiatives simultaneously.</li> <li>• Flair for producing creative and engaging content, with strong copywriting skills</li> <li>• Excellent attention to detail</li> <li>• Excellent communication and interpersonal skills</li> <li>• Strong research and analytical skills</li> </ul>	<ul style="list-style-type: none"> <li>• Video editing skills</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience driving B2C and B2B growth through digital channels</li> <li>• Extensive experience building and growing brands, especially for senior B2B audiences</li> <li>• Experience identifying, capturing and nurturing communities, especially online</li> <li>• Demonstrable experience managing websites and website upgrades</li> <li>• Experience working with digital and/or media agencies</li> <li>• Demonstrable experience of marketing production management, including briefing, sourcing, scheduling and delivery</li> <li>• Understanding of GDPR and other relevant regulations affecting marketing activities.</li> <li>• Familiarity with emerging marketing technologies, including Generative AI, and a passion for staying ahead of industry trends</li> <li>• Experience of using Adobe Creative Cloud.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing of professional training and /or consumer courses</li> <li>• Knowledge and experience of e-commerce in a B2C environment</li> <li>• Experience using Microsoft CRM Dynamics 365</li> <li>• Experience of managing PR opportunities</li> </ul>

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<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• Proactive, can-do attitude and self-motivated, and a collaborative team player</li><li>• Able to build relationships with stakeholders throughout the organisation</li><li>• Highly organised and able to plan, prioritise and manage resources effectively to achieve objectives</li></ul>	
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