

JOB PROFILE	
ADMINISTRATIVE DETAILS	
CURRENT POST TITLE:	Marketing Manager 3 year (Fixed Term Contract)
REPORTING STRUCTURES	
LINE MANAGER OF THIS POST:	CEO
INTERACTION – NATURE AND FREQUENCY OF INTERNAL AND EXTERNAL INTERACTION ON AVERAGE HOURS PER WEEK.	
OUTSIDE UEL :	20 HOURS
WITHIN UEL :	20 HOURS
PURPOSE OF THE JOB	
<p>To lead a team of four Marketing and Sales professionals across the full marketing mix: marketing strategy, pricing, advertising, marketing communications, public relations and social media. To achieve competitive sales targets through the effective design and advertising of a range of innovative continuing education programmes to meet the learning needs of a diverse range of clients across private and public sectors; to attract potential clients to programmes through the provision of an optimal marketing mix across product, pricing and customer value in a highly competitive market, to develop and grow the client base for the company. The development of a customer relationship management (CRM) system, its interface with internal systems and building valued relationships with clients will be a strategic priority for the incumbent.</p>	
KEY RESPONSIBILITY AREAS (KRA)	% OF JOB
1 STRATEGIC MARKETING PLAN	15
2 MANAGEMENT OF HIGH PERFORMING TEAM	15
3 CRM SYSTEMS AND SOCIAL MEDIA DEVELOPMENT (INCL. WEBSITE)	30
4 ACHIEVE SALES AND DELEGATE REGISTRATION TARGETS, BUILD TARGETED CLIENT PARTNERSHIPS AROUND VALUE	30
5 SPECIFIC PROJECTS	10
TOTAL	100

DUTIES AND RESPONSIBILITIES RELATED TO KPAs

1. STRATEGIC MARKETING PLAN

- Develop a strategic marketing and business development plan to achieve business and sales targets, including pricing, the product portfolio of course offerings, advertising and public relations via mainly social media channels, merchandising and building lasting relationships with clients.
- Provide input on learning and development requirements in the market place, to support the development of appropriate and relevant short courses and programmes.
- Compile detailed service level agreements, templates and reports to include pricing, costing and profitability assessments of courses

2. MANAGEMENT OF HIGH PERFORMING TEAM

- Member of Management Committee (MANCO)
- Lead a team of four Marketing and Sales professionals to provide to achieve agreed targets
- Agree key performance areas (KPAs) and personal development plans (PDPs) with team
- Liaise with internal and external clients about course design and delivery
- Implement effective performance scorecard to assess progress of department
- Manage budget and costs of marketing portfolio

3. CRM SYSTEMS DEVELOPMENT

- Implement and develop the CRM system to align with market and client needs and to interface with internal systems (SAGE).
- Manage processes around all aspects of marketing systems, including website advertising, interface with customer enquiries and online delegate registrations.
- Effective reporting and forecasting of sales and the pipeline of new courses

4. SALES AND DELEGATE REGISTRATON TARGETS, TARGETED CLIENT PARTNERSHIPS

- Combine and optimise the full marketing mix to achieve agreed quarterly sales targets and to further existing relationships with clients.
- Develop new business and raise the awareness of the company and its offerings by targeting new clients and developing existing networks across a range of sectors.

5. SPECIFIC PROJECTS

- Audit preparation
- Initiate and manage public relations events, seminars, conferences, corporate golf days.
- Attend and support functions across a broad range of themes
- Contribute to the overall strategy of the Company, and complete various related activities as required by the Company from time to time

QUALIFICATION AND EXPERIENCE REQUIRED FOR THE POST		
QUALIFICATIONS		Ideally a Master's degree (preferably MBA). A relevant tertiary qualification in Marketing and/or Business Development is essential.
EXPERIENCE	IN YEARS	<ul style="list-style-type: none"> • Minimum of 5 years' experience, including working as a senior member of a management team in a corporate or tertiary education environment • Experience of management and/or supervision of a team essential
	KNOWLEDGE	<ul style="list-style-type: none"> • Understanding of developments in Higher Education sector • Evidence of marketing and sales results focused achievements. • Strong quantitative skills and financial literacy • Project Management capability • Business and commercial acumen • Client service delivery and the concepts of value and ROI • Excellent communication skills

IN ADDITION TO THE ABOVE	
PERSONAL ATTRIBUTES REQUIRED FOR THE POST	<p>Accuracy and attention to detail High level of organisational skill Ability to work to strict deadlines Good interpersonal skills Excellent negotiation skills Customer-centric focus Achievement orientated and ability to use initiative and work independently Problem solving abilities Team player High energy levels Excellent communication and presentation skills</p>