

Senior Marketing Manager.

Job description

Location: Moorgate, London (hybrid WFH option)

Start date: December/January

Details: Full time, permanent role, £40k

Candidates without a motivation statement will not be considered.

Overview

Uptree is an **award-winning, purpose driven** organisation whose mission is to achieve equality in careers education. We partner with leading companies to offer exceptional work experiences and professional encounters for young people aged 14-21. Our current partners include Publicis Groupe, Ogilvy, Google, GSK, J.P. Morgan, IBM, Arm, Clifford Chance and many more.

Are you **passionate** about helping diverse and **underrepresented young people** to enter the world of work?

Do you want to **grow and progress quickly** in a company with ambitious expansion plans?

We have a **not-to-be-missed** opportunity to play a key role as a **Senior Marketing Manager at Uptree**. You will be responsible for leading Uptree's marketing function undertaking all the activities required to build our brand awareness, increase new employer Partner acquisition and support for our existing employer Partners deliverables.

Who are we?

We believe in a level playing field where every young person has the access and opportunity to progress their careers based on their talent and potential (not their connection or background).

Our mission is to be the leading careers education and work experience platform championing diversity, inclusion and equality of opportunity for all.

Together with schools, students and employers our passionate team works to democratise industry-led careers education to enable every young person to showcase their potential and access the work of work.

Our decisions are value-led and these are behind everything we do. These include:

- Young people first
- Inclusivity at our core
- Humans before technology
- Empower others
- Impact at scale
- Learning and sharing

Visit the About Us page on our website to find out more about Uptree.

What will you do?

The Senior Marketing Manager will lead all our marketing activities from overseeing strategy to growing our brand awareness amongst our key stakeholders (Employers, Schools & Students), including social media, digital content and email campaigns.

Initially this is very much a hands-on role with lots of variety enabling you to use your creativity to design & develop content, as well as running successful marketing campaigns using digital media.

There will be opportunity to progress quickly into a Head of Marketing role and oversee the recruitment of a Marketing Officer.

Responsibilities would include:

Generate sales leads

- Designing, developing and implementing marketing activities which result in new corporate leads being generated each week
- Creating content to showcase Uptree's point of view on industry topics
- Creating marketing resources which showcase our work at Uptree, such as corporate partner testimonials, and sharing our approach and impact

Improve Uptree's brand awareness and PR

- Creating visual content to share on social media channels to raise awareness of Uptree and increase engagement

- Overseeing our brand awareness campaigns to raise our profile
- Entering Uptree for awards; writing external articles (for eg. for the ISE)
- Organising or supporting events to create opportunities to engage with our employer audience e.g. Coffee with Uptree or speaking at membership events such as ISE conference

Improve our employer partners' experience

- Creating innovative content to support our Partner deliverables, such as our bi-annual student survey and in-school bookings
- Supporting the Education Team to create our online Careers Learning Programmes which incorporate our Partners' brand content
- Ensuring that all external content for partner-branded materials aligns with partner and Uptree guidelines

Other

- Monitoring and reporting on key performance indicators in line with company goals and targets
- Supporting the Education Team in targeted student campaigns to increase student engagement and reach requirements for partner events
- Other ad hoc responsibilities

Progression

Whilst initially this role is all about rolling up your sleeves, designing, creating, writing content and delivering on the objectives, it will quickly develop for the right candidate into hiring a Marketing Officer and becoming the lead for Marketing, focused on creating the strategy and goals and executing the plans as a team.

What you'll bring to the team

The most important thing for us is finding someone who is excited about our values and mission. Here's what we are looking for:

Self-Starter - We are looking for someone who is proactive & hands on in creating, designing and implementing marketing campaigns using social media platforms, our corporate website, CRM and email tools.

Marketing-orientated – You have a B2B marketing background, understand how to develop and deliver marketing campaigns that drive successful outcomes with a B2B audience. You will be familiar with using technology tools such as Google Analytics, Mailchimp, Canva and CRM tools such as Hubspot.

Great Communicator - Both in writing and when talking to people. You'll spend a lot of time working collaboratively with the team and developing content to make sure our marketing activities are delivered successfully.

Making a difference - We want you to bring passion to Uptree, to be genuinely excited about our mission and values, and to care about the work you are doing every day. You will want to get involved in meaningful activities that make a difference to the lives of young people.

Commercial - We're a passionate bunch in the Uptree team and we are on a mission to achieve our goal of supporting 1 million students by 2026. To do this we will need to raise awareness, engage and grow our number of Partners. You will be integral to achieving this success.

Experience - You'll need a degree or relevant qualifications and **at least 4 years' experience** in a commercial B2B Marketing role.

Why work with us?

Impact - We put young people first, change lives and make society a better place.

Flexibility - For us and you, to run with new ideas, get involved in projects, and make this role your own.

Wellbeing - We might be biased, but our perks are pretty amazing. You'll have lots of holiday, monthly team socials, and an extra hour off a month with a budget to spend on something you enjoy doing. You also have the freedom to design your working hours in a way that suits you best.

Personal Growth - We have ambitious goals to scale our partnership operations over the next year. You'll play a key role in this as an early hire.

How do I apply?

We are interested in hearing why you want to work for Uptree.

Please send your CV (2 pages max) and something that evidences your motivation to join us and why you think you would be great for this role to Kelly Norrington. This might be a letter or a video, or an example of your work - be as creative as you like so long as you show genuine interest.

Application Deadline: Closing when enough applications are received - so apply early

Potential start date: December/January

From this point, there will be:

- 30 minute panel interview with members of the team
- Short, timed written task or presentation
- Founder & CEO interview

If you would like to have a conversation about the role, please let us know and we'll arrange a short, informal call with you.

We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender, gender identity or expression, or veteran status and are proud to be an Equal Employment Opportunity and Affirmative Action employer.

If you have any questions on the application process or have a disability or health condition that impacts your ability to complete this application or interview then please let us know. You will know what works best for you, and on reaching out we will together understand what is suitable.

Please note, all Uptree staff are required to have an enhanced DBS check as part of their role, given the nature of our business. Any information given will be treated in the strictest confidence. Suitable applicants will not be refused posts because of offences which are not relevant to, and do not place them at or make them a risk in, the role to which they are applying.

Job Types: Full-time, Permanent

Salary: £40,000.00 per year