

Marketing Manager.

Location: Moorgate, London

Start date: ASAP

Salary: £28 - £30k, depending on experience

Details: Full time, permanent, hybrid working, 3+ years in a marketing role

Application deadline: Recruiting on a rolling basis so apply early

Overview

Are you a results-driven marketing professional with a creative skillset and passion for supporting young people's development?

As our Marketing Manager, you will play a key role in building brand awareness of Uptree with a specific focus on employer lead generation through digital content and email marketing. This is very much a hands-on role that will enable you to use your creativity to design and develop content to drive results.

Let's paint the picture for you!

Uptree was founded to put an end to inequality of opportunity, where no young person is left behind on their journey from education to employment.

We're on a mission to be the leading platform providing young people with free careers education and experiences of work to drive equality of opportunity for all.

Check out [our website](#) to find out more about us, our values and our outreach.

What will you do in this role?

Lead generation and nurturing

- Creating marketing plans in line with the marketing strategy
- Developing a content plan to drive new employer sales leads each week across emails, social media and blogs
- Managing Uptree's social media calendar for LinkedIn, producing fresh and engaging content on a daily basis

- Managing creation of content to engage key employer audience groups across a range of platforms, including email, social media and blogs
- Leading on the delivery and development of our employer-facing newsletter
- Develop a lead nurturing plan to generate new sales
- Coordinating a centralised approach to using Hubspot across the Sales and Marketing teams to nurture leads and track engagement
- Working with the Senior Marketing Manager and Tech Team to generate leads through our website through Search Engine Optimisation (SEO) and improved user experience

Brand awareness and PR

- Identifying relevant events and speaking opportunities to raise the profile of the Uptree brand.
- Managing and planning virtual Coffee with Uptree events, working with the wider team to secure external speakers
- Writing articles for external publication to help position Uptree as thought-leaders in the Early Careers space.
- Acting as a brand guardian for Uptree, supporting the Senior Marketing Manager with the implementation of brand guidelines and messaging.

What will you 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 (essential) – We are looking for someone who is proactive in their work and who can think ahead to plan projects without waiting to be told what to do.

Detail-oriented (essential) – You're organised, have great attention to detail and love making sure nothing slips through the net.

Creative (essential) – You're a creative thinker with experience of producing visual assets to support lead generation and brand awareness.

Written communication (essential) – You have excellent writing skills and can produce engaging content for a B2B audience.

Experience (essential) – You'll need to have at least 3 years' of experience working in a marketing role.

Technology tools (desirable) – Strong knowledge and experience of using CRM systems (Hubspot), web analytics tools (Matomo) and design software (Canva).

Lead nurturing (desirable) – You have experience of nurturing leads through digital marketing activity to increase engagement and generate sales.

Early Careers (desirable) – You have an interest in Early Careers and supporting young people in their career development.

Team player (desirable) - You feel confident working with a range of internal and external stakeholders and are not afraid to roll up your sleeves to get the job done.

How will we reward you?

- **Impact** - We put young people first, change lives and make society a better place.
- **Wellbeing** - We might be biased, but our perks are pretty amazing. You'll have lots of holiday, an annual company team day, regular team socials, summer working hours finishing at 1pm on Fridays, and an extra hour off a month with a well-being budget to spend on something you enjoy doing. You also have the freedom to design your working pattern in a way that suits you best around core hours.
- **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 to apply

Please send a CV and something that evidences your motivation to join us and why you think you would be great for this role to jobs@uptree.co. This might be a short paragraph or a recorded video, or an example of your work - be as creative as you like so long as you show genuine interest.

The most important thing for us is finding someone who is excited about this role. We want to work with the best people, no matter their background. So, if you're passionate about learning new things and keen to join our mission, you'll fit right in.

Also, qualifications aren't that important to us. If you've got great experience, even if only a tiny bit in some of the areas, and you're a team player, we'd like to hear from you.

And because we believe that diverse teams work the best, we'd especially love to hear from you if you're from an under-represented demographic.

If you would like to have an informal conversation about the role, please reach out and we'll set up a chat with the Hiring Manager.

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 email jobs@uptree.co. You will know what works best for you, and on reaching out we will together understand what is suitable.

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.

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.