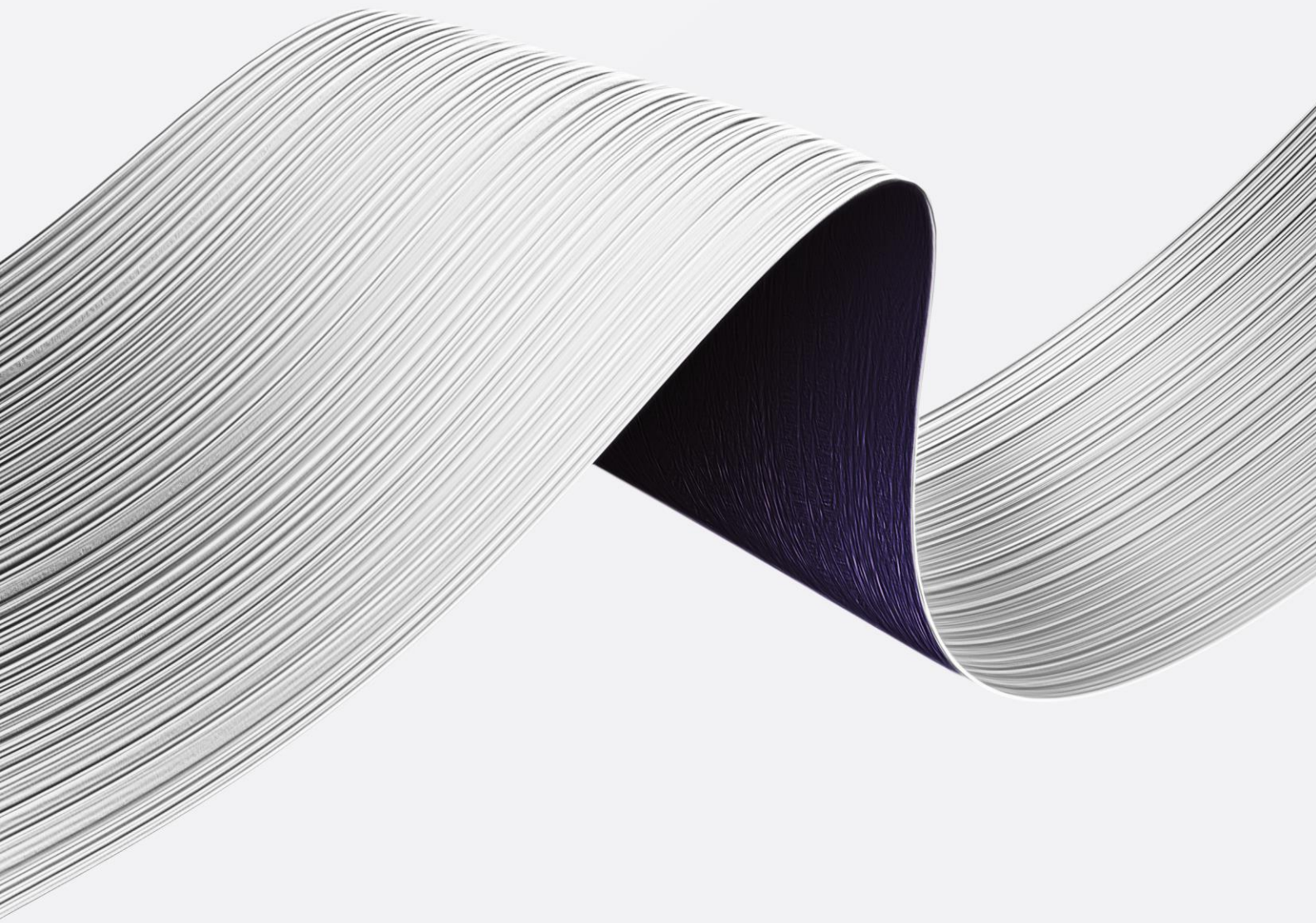


# MARKETING EXECUTIVE

## **Job Description**

March 2022



## MARKETING EXECUTIVE - OXBRIDGE APPLICATIONS

Oxbridge Applications is the leading consultancy for students applying to Oxford or Cambridge. Founded in 1999, our team of expert consultants work directly with families and within schools across the UK to assist students applying to Oxbridge.

Oxbridge Applications (OA) is part of the Dukes Education family of schools and education organisations based in the UK. We bring together schools and organisations that are diverse in their offering, and yet united as outstanding examples of teaching and learning.

<b>Job Description</b>	
<b>Summary of role:</b>	<p>As the Marketing Executive, you will be reporting into the Marketing Manager and assisting in the company's marketing initiatives, such as writing content with a focus on SEO to help attract customers.</p> <p>You will support the content strategy set by the Marketing Manager by writing engaging (including but not exclusive) to web content, blog articles, customer resource guides, social posts and email campaigns. The purpose is to engage and attract more customers and improve site customer conversion.</p>
<b>Main duties and responsibilities:</b>	<p><b>Content Marketing</b></p> <ul style="list-style-type: none"> <li>• Copywriting: creating and executing an up-to-date central marketing content calendar.</li> <li>• Writing and developing content for website (Wordpress), blog articles, email marketing (Mailchimp), social media posts, resource guides, marketing assets, print brochures, etc.</li> <li>• Supporting with resources for marketing campaigns (e.g., applicant support and how to guides).</li> <li>• Ability to understand and simplify content through copywriting. An understanding of long-form and short-form content and consistency in brand tone of voice.</li> <li>• A motivation and focus on measuring results, using analytic tools to help monitor success.</li> <li>• Assist the Marketing Manager with the marketing content for the desktop publishing of our new textbooks, ensuring your deadlines are met and the textbooks are ready for print and eBook publishing.</li> </ul>

	<p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Sourcing and resizing imagery for web, social and email.</li> <li>• Creative design for social media posts (Canva).</li> <li>• Support the Marketing Manager with design marketing updates and amends (Canva).</li> </ul> <p><b>Website and CRM support</b></p> <ul style="list-style-type: none"> <li>• Support with updating and optimising website content (e.g. images, new landing pages, product updates, product descriptions) on Wordpress.</li> <li>• Support with updating website products (Salesforce and Wordpress).</li> <li>• Support with CRM admin and updates (Salesforce).</li> <li>• Assist the Marketing Manager in maintaining our online platforms through 'WordPress'.</li> <li>• Required to comply with Data Protection policies and procedures</li> </ul> <p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>• Supporting with monthly reporting (Google Analytics, Mailchimp, etc)</li> <li>• Identify new content opportunities through analysis and research.</li> </ul> <p><b>Additional Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Support with additional marketing ad-hoc projects and when needed.</li> <li>• Ability to work with cross functional teams and external suppliers.</li> </ul> <p><b>Skills and Experience:</b></p> <ul style="list-style-type: none"> <li>• Be hard working, highly organised with an aptitude for learning (essential)</li> <li>• Motivated, reliable, a team player with a "can do/hands on" attitude (essential)</li> <li>• Excellent communication skills with the ability to communicate at all levels (essential)</li> <li>• Excellent SEO-optimised content and social copywriting skills (preferred)</li> <li>• Experience with working on marketing campaigns (preferred)</li> <li>• Oxbridge graduate (preferred)</li> <li>• Creativity and flair for marketing design, experience with Adobe, Canva or design tools (preferred)</li> </ul>
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<b>Reporting into:</b>	Marketing Manager
<b>Remuneration and benefits</b>	<ul style="list-style-type: none"><li>• An annual salary of £24k dependent on experience</li><li>• 25 days holiday plus bank holidays and your birthday off</li><li>• Additional Christmas closedown period</li><li>• Wellbeing Programmes</li><li>• Company Pension</li><li>• Company Events</li></ul>