



## **Marketing and Design Manager**

An opportunity has arisen for a creative Marketing and Design Manager to join our Schools Group. We need someone who is experienced, passionate and talented and is ready for their next challenge. The role will be based between both our School sites in Shrewsbury and North Wales.

### **Role & Responsibilities:**

- Creating, Developing and Co-ordinating Marketing Campaigns.
- Identifying a clear road map and taking leading on the marketing strategy of the Schools.
- Conducting regular market reviews and competitor analysis to identify new opportunities.
- Working closely with the School Groups Domestic and International Admissions Team to generate and collect leads through marketing campaigns.
- Project Management of Shows and Exhibitions, including overseeing the design of stands and relevant materials liaising with trades and suppliers to co-ordinate setup and break down.
- Overseeing and updating the creative design of digital content and physical copies of flyers, banners, prospectuses etc.
- Create case studies, both in print and video using content provided by Students, Commercial and other Customer Groups.
- Maintenance and updating the Schools Group Websites.
- Using Adobe to design material for leads and customers.
- Analysing performance of campaigns to see what is effective using analytics.
- Working closely with the admissions team to manage the Marketing Budget.
- Engaging with the admissions teams to ensure promotions are created and marketed in accord with the internal team's requirements.

### **Skills & Experience:**

- Previous experience within a Marketing role desirable however a recent graduate with the right drive & attitude will also be considered for this role.
- CIM qualification or equivalent Marketing qualification desirable.
- Experience working with Microsoft Packages, Adobe InDesign and WordPress.
- The ability to think outside the box with creative ideas.
- Strong communication skills both written and oral.
- Is creative in improving things around them, pre-empts potential challenges and makes pro-active suggestions. Is open to change and embraces change without resistance.
- Exceptional copywriting and communication skills.
- Attention to detail and creative eye for design.
- Ability to use data and analytics to drive results.

### **Employment Package:**

- Highly Competitive Salary
- 25 Days Holiday + Bank Holidays
- Hours – 9.00 – 17.30 Monday to Friday
- School Lunches and Free Parking Provided
- Place of Work – Adcote School for Girls and Myddelton College

Please can all CV's and Covering Letter's be submitted to [finance@iqschoolsgroup.com](mailto:finance@iqschoolsgroup.com)