



Job Description and Person Specification

Job Title:	Marketing Manager
Location:	Fashion Retail Academy
Accountable to:	Head of Marketing and Sales
Salary:	ca. £38,000

The Company

The Fashion Retail Academy is supported by major retailers including The Arcadia Group Ltd, which includes the popular high street brands Burton, Dorothy Perkins, Evans, Miss Selfridge, Outfit, Topshop, Topman and Wallis, Next, Marks & Spencer, and Tesco and now with 100 additional brands on the high street.

The Academy provides a unique combination of retail business and fashion education creating an innovative learning experience for the next generation of future leaders in the fashion retail industry.

The Fashion Retail Academy aims to introduce students to all of the practical and vocational skills needed for the challenging and fast paced world of fashion retail. Teaching is a unique collaboration between Academy and industry staff through work placements and industry master classes.

Reporting to the Head of Marketing and Sales, this position will play an integral role in the development and delivery of the organisation's strategic plan through increasing applications and the conversion to enrolment.

The FRA have undergone a three year period of significant growth and change which includes the launch of multiple new deliveries, brand extensions and revenue generating business streams, with business development becoming a significant focus. You will play a crucial part in helping us realise these ambitious growth targets for the Academy. Ideally, you will have a demonstrative proven track record of achieving objectives against financial business goals.

Overall purpose of the job:

The primary aim of this role is to increase applicants and the conversion of these to enrolled learners to support our growth targets. Working closely with the Head of Marketing, you will contribute to the overall strategy to increase applications and conversion to enrolment, with specific responsibility for Application and Open days and external exhibitions. You will support the Head Of Marketing with campaign management for online and offline advertising including print, outdoor and digital.

You will work within a team of four including a Marketing Executive and Marketing Assistant, with specific responsibility for larger external recruitment events for diploma and under graduate courses. This will incorporate organisation of stands, materials, staffing and budgetary responsibility.



Application and open days run approximately every six weeks and you will lead these, with the support of the Marketing team, liaising with all internal departments to ensure a successful and smooth running event leading to increased conversion.

You will be responsible for driving the strategy for events, increasing our reach by developing relationships with third party affiliates to drive applications on our behalf.

Deputising for the Head Of Marketing, you will stand in at senior meetings when necessary as well as support the marketing team on day to day basis, therefore the ability to communicate well at all levels is essential.

You will provide first rate customer service to all potential applicants and those who have been made offers of enrolment.

Support the sales and marketing team in attaining targets and execute the marketing strategy.

Key Accountabilities:

1. Open days

To plan, implement and successfully run all FRA open days to achieve growth targets of 400 attendees, 80 applications and 40 interviews per event;

2. Exhibitions

To identify, plan, implement and run all FRA external exhibitions, maximising engagement through stand design and promotional activities to drive a minimum of 10% audience data capture leading to recruitment;

3. Outreach strategy

To build on the existing schools outreach strategy, further developing ways to identify key schools and careers advisors, customising content to increase engagement and immediate applications through events and print/digital advertising. You will look for new and innovative ways to reach our target audience;

4. Distributor relationships

To identify and develop campaigns with affiliates to reach our target audience through a wider range of locations including High Streets, Shopping Centres and Borough events, planning five new events during the next academic year;

5. Data analysis

To identify and analyse all activities to ensure outcomes are measurable against engagement and applications.

Specific Duties:

1. To work closely with the Head Of Marketing and marketing team to execute the marketing strategy and achieve targets;
2. To drive the strategy for events to increase attendance, engagement and conversion to application;
3. Sole responsibility for external exhibitions including all logistics, organisation and budgetary management;



4. Sole responsibility for Open days including advertising for the event, organisation presentations and staffing;
5. To launch interviews at open days to increase application to offer;
6. To deputise for the Head of Marketing, supporting and managing the marketing team with operational guidance and information;
7. To contribute to the development of the overall FRA marketing strategy to ensure we achieve our targets for Diploma and HE courses;
8. To generate leads for conversion at external and internal events;
9. To support the Head of Marketing with the planning and implementation of advertising campaigns across multiple channels including social, digital, outdoor and print;
10. In the absence of the Head of Marketing, to approve any creative materials required for events, advertising or social media;
11. To ensure the website is kept up to date with content and functioning effectively at all times
12. To manage website conversion, optimising pages for keywords and increasing conversion to application;
13. To write and distribute press releases on behalf of the FRA;
14. To work closely with external agencies on advertising, creative and distribution campaigns;
15. In the absence of the Head of Marketing, approve all written communication prior to distribution;
16. To ensure the marketing calendar and dashboard are up to date at all times;
17. To work on ad hoc projects as directed by the Head of Marketing.

Person Specification		
	Essential	Desirable
Qualifications and experience	<p>Marketing degree or qualified by experience (minimum of seven years)</p> <p>Previous experience within the marketing department of an education environment</p> <p>Experience working on all advertising channels including: Digital Outdoor Social Experience working in a customer focused environment</p>	<p>Previous experience working for a small University or college delivering HE courses</p>
Knowledge	<p>Experience of marketing full and part time courses</p> <p>Experience and current knowledge of digital marketing channels including social media, ppc, display, retargeting, direct mail and SEO</p> <p>Proficient in using the latest versions of Microsoft Word, Excel,</p>	<p>Awareness of the learning needs of students in FE and HE.</p>



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ACADEMY

	PowerPoint, mail merges, email and web searches.	
Skills	<p>A self-motivated and energetic individual committing to seeing projects through to completion.</p> <p>Ability to communicate and influence people at all levels</p> <p>Experience managing small teams</p> <p>Highly organised with the ability to work under pressure to tight deadlines.</p> <p>Ability to think independently and make decisions.</p> <p>Able to manage multiple projects simultaneously</p> <p>Commercially aware and able keep the overall objectives of the FRA at the forefront of all activities.</p>	<p>Evidence of skill in sales conversions and customer retention.</p> <p>Customer care skills.</p>
Attributes/ personal characteristics	<p>Outgoing, friendly and approachable</p> <p>A drive to achieve objectives and goals</p> <p>Tenacious with the ability to work under pressure</p>	

Living and practicing the Fashion retail Academy's values:

PROFESSIONAL – working with the utmost of honesty and integrity in all that we do, we care about the outcome

GOING THE EXTRA MILE – more than a statement, it's a state of mind. We have rigour and a relentless focus on the outcome, exceeding the expectations of our stakeholders.

INSPIRATIONAL – We motivate people to achieve great things and through demonstrating passion in our actions we are role models for others.

FLEXIBLE APPROACH – working collaboratively at all time we are adaptable and responsive to changing circumstances. We think and act creatively and are prepared to find new ways of achieving the outcome.

COLLECTIVE RESPONSIBILITY – every staff member takes responsibility for the FRA's direction of travel and innately understands how their work contributes to our strategic plan.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation.