

## **ASCL Senior Marketing Officer**

### **Strategic responsibilities:**

1. Plan and deliver marketing campaigns end-to-end. Take ownership of campaigns or projects from concept through execution, ensuring they are delivered on time, within budget, and to a high standard.
2. Monitor and report on impact. Analyse the effectiveness of marketing activities, track outcomes, and provide insights to inform future strategy and decision-making.
3. Innovate and contribute ideas. Proactively identify opportunities for new marketing initiatives, suggesting creative and practical approaches to engage members, promote ASCL events, and support member recruitment and retention.

**Department:** Communications

**Location:** Leicester-based hybrid working – a combination of working from home and being in-person at our Leicester HQ at least two days each week and as required.

**Reports to:** Head of Marketing

**Contract:** Full time. Permanent. Staff grade scale 6. Point 32-36.

### **Job description**

#### **1. Deliver marketing campaigns end-to-end**

- Plan, develop, and implement campaigns with minimal supervision, and by working effectively with other team members.
- Manage schedules, resources, and budgets to ensure campaigns are delivered efficiently and effectively.

#### **2. Monitor, analyse, and report on impact**

- Track and evaluate the effectiveness of campaigns and other marketing activities.
- Provide clear reports and insights to the Head of Marketing to inform future strategy.

#### **3. Contribute ideas and innovation**

- Identify opportunities for new marketing initiatives, events, or approaches.
- Make practical, creative suggestions for improving engagement, recruitment, or promotion of ASCL services.

#### **4. Support the ASCL brand**

- Ensure that campaigns and communications align with the ASCL visual identity, tone of voice, and brand values.
- Work collaboratively with the marketing team to maintain consistency across all communications.

#### **5. Work collaboratively**

- Liaise with internal stakeholders, suppliers, and external partners to deliver campaigns effectively.
- Provide support for broader marketing activities and events, including ASCL Annual Conference and other professional development events.

## **6. Budget management**

- Monitor campaign costs and ensure delivery within agreed budgets.
  - Recommend cost-effective approaches while maintaining quality and impact.
7. Represent the association at ASCL events and other external events around the UK with overnight stays as required.