

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.