

**Job Title:** Marketing Executive  
**Location:** Home-based (Tues, Thurs, Fri)  
Office-based - Eastleigh (Mon, Weds)  
**Working Hours:** Full Time, 1 year FTC (Maternity Cover)  
**Start date:** ASAP  
**Working Pattern:** Mon – Thurs 8:30 – 5:00. Fri 8:30 – 4:30.  
Flexible working available  
**Salary:** £27,650 per annum

Are you a creative marketer looking for an exciting role? Do you love to create interesting content and creative for all Social media (Facebook/Linked In/Instagram) and other marketing channels? Then please read on.

Vocational Training Charitable Trust (VTCT) is the UK's market-leading specialist vocational and technical Awarding Organisation (AO) and End-Point Assessment Organisation (EPAO) for hair, beauty, aesthetics and complementary therapies as well as a number of qualifications in sports therapy, fitness, and learning and development. Our qualifications are delivered under three brands: VTCT, iTEC and Skillsfirst, covering over 2,500 centres worldwide with over 120,000 learners and apprentices every year.

We are always looking out for exceptional talent to join us; so if you are passionate about education and want to work in a vibrant environment with people who believe in our mission to advance education for the public benefit, please apply and support our charitable objective; the advancement of education in the UK and internationally.

Our core values can be found on our website: [https://www.vtct.org.uk/wp-content/uploads/2022/05/Strategy-2021\\_v0.25-FINAL-1.pdf](https://www.vtct.org.uk/wp-content/uploads/2022/05/Strategy-2021_v0.25-FINAL-1.pdf)

**Benefits** (*Please enquire if you would like more information about these before you apply*):

- 26 days annual leave, rising to 27 after 2 years. With an extra day for your birthday
- Life assurance 4\* salary
- Flexible working arrangements
- Enhanced sick pay benefits and enhanced pension contributions
- Retail discount offers
- Cycle to work scheme
- Employee assistance programme
- Wellbeing initiatives and support
- A vibrant array of social opportunities
- Free parking, free tea and coffee and free fruit!
- Healthcare services worth up to £1,400 and access to 24/7 GP services
- Regular massages for office staff
- Wide array of training and development opportunities.

**Principal Responsibilities include** *(Full job description is available upon request):*

- Create, schedule and manage the social media content across Facebook/Instagram and Linked In for all three brands (VTCT, Skillsfirst and ITEC)
- Create engaging content/artwork using Canva/Photoshop/Indesign for all digital channels (social/email/website) whilst adhering to brand guidelines.
- Create and develop content for all marketing channels including writing, editing and proofreading copy for various marketing efforts.
- Execute components of our integrated B2B and B2C campaigns for VTCT and ITEC to the UK and international markets based on approved marketing campaign plans.
- Manage data collection, reviewing and reporting on progress of platforms and campaigns against key measures, under guidance of Marketing Managers.
- Support on the communications and events schedules to ensure our image is presented in a professional and consistent manner.
- Gather and present the latest marketing and competitor intelligence data to support marketing decisions in product and campaign planning.

**Essential Criteria** *(as part of our commitment to support people with disabilities, anyone with a registered disability who meets this criteria will be offered an interview. Please make us aware if this applies to you):*

- Minimum of two years' experience in a marketing role, executing campaigns and managing metrics in a similar service-based environment.
- Degree in Marketing or comparable educational experience
- Exceptional communication skills and proficiency in English language, verbal and written, high attention to detail.
- Creativity and advanced knowledge with graphic design programmes, i.e. Canva, InDesign, photoshop
- Proficient in the use of PowerPoint, Excel and Word
- Ability to manage multiple projects concurrently to ensure effective delivery of multiple / overlapping streams of work to deadlines.

Please submit your CV and a covering letter (optional) to [recruitment@vtct.org.uk](mailto:recruitment@vtct.org.uk) to start the application process. Once you have applied we will get in touch after the advertising has closed to let you know if you have been shortlisted for interview. If you are not contacted after this time you should assume you were not successful this time; we cannot give feedback on this due to the volume of applications.

**Application closing date:** 20<sup>th</sup> January 2023

**Interviews dates (please be ready to book time on these days if successful):** 30<sup>th</sup> and 31<sup>st</sup> January

We reserve the right to close this advertisement early if we receive a high volume of suitable applications.

The group of VTCT companies includes: the charity VTCT through which main Board business and governance is transacted; Skillfirst; and EMS Ltd, t/a ITEC, a wholly owned trading subsidiary of VTCT.