

Job Title: Product Marketing Manager
Location: Home-based (Tues, Thurs, Fri)
Office-based - Eastleigh (Mon, Weds)
Working Hours: 37 hours per week
Working Pattern: 8:30 – 5:00 Mon – Thurs. 8:30 – 4:30 Fri. Flexible working available.
Salary: £52,000 per annum

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.

The Product Marketing Manager works at the intersection of product development, marketing and sales with the aim to develop and implement the most profitable plans to position and promote our qualifications and other products. This is ideal for a forward-thinking individual with a keen eye and understanding of the educational market and/or hair and beauty sector.

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

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):*

- Be the marketing expert on our product ranges, able to translate technical/ academic detail into compelling product value propositions for the training provider and learner.
- To follow and analyse market trends to ensure our product range is optimally positioned.
- Devise and lead on development of marketing strategies including pricing advertising and product launches.
- Devise and lead on implementation of B2B and B2C integrated acquisition and retention marketing campaigns to ensure landing pages and ad campaigns bring the value proposition to life so that we generate profitable revenue,
- Lead key working groups to catalyse and lead the diverse teams within the organisation to ensure our overarching goals are delivered. This includes team representatives from academic, sales, IT and marketing services.
- Manage data to ensure the effective implementation, tracking and measurement of marketing campaigns, planning for any amends to campaigns where success metrics are not met and to inform new campaign planning.
- Brief and oversee the work of on-roster external agencies, such as graphics designers and printers, who will deliver a large proportion of campaign activity.
- Working with colleagues and deliver monthly reports of campaign results,
- Collaborate with the marketing services teams to ensure the company websites (VTCT and ITEC) are accurate and up to date and set live in a timely manner.

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

- BSc/BA qualification or equivalent within Marketing, Communications or a similar field
- 5 years' experience as a Product or Brand Manager. With experience planning, managing and executing campaigns
- Excellent written and verbal communication skills with a keen-eye for detail
- Excellent teamwork skills working within the department and cross-functional teams
- Creative outlook for idea generation and the drive to take these forward
- Experience with web analytics tools (e.g. Google Analytics and WebTrends)
- Familiarity with product marketing tactics (e.g. integrated marketing campaigns)

Desirable Criteria:

- MSc/MA qualification or equivalent within Marketing, Communications or a similar field
- Background in education and/or the hair and beauty sector
- Background in design and copywriting

Please submit your CV and a covering letter (optional) to recruitment@vtct.org.uk to start the application process. Once you have applied will we get in touch after the advertising has closed 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: 16th January

Interview dates (please be ready to book time on these days if successful): 23rd and 24th Jan

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.