



JOB DESCRIPTION

ROLE Marketing Channel Manager – Learning Partner International	DATE APPROVED 08/2021
REPORTS TO Director of Communications & Marketing	VERSION V1
WORKS CLOSELY WITH BD Managers, Partnership Manager, Corporate Marketing & Communications, Marketing Channel Manager – Corporate & Commercial	

PURPOSE

The Marketing Channel Manager is a key member of the Learning Partner team and the wider Corporate Marketing & Communications function, contributing to all elements of the marketing mix and maintaining key relationships with external and internal clients.

The role will require the individual to take the initiative and manage marketing projects. Being a team-player is the key to success as the Marketing Channel Manager will work closely with other Marketing Channel Managers the wider Corporate Marketing & Communications function, and other colleagues across the organisation on a daily basis.

KEY ACTIVITIES

Accountable for the development and timely delivery of campaigns, promotional materials, and events designed to drive sales within the Learning Partner Channel.

- Preparing a plan for our International Learning Partner channel including allocation of budget to maximise objectives and generate leads.
- Responsible for the delivery of the Marketing & Communications projects and campaigns within the Learning Partner Channel to increase revenues.
- Developing and growing strong relationships with our Learning Partners.
- Establishing and maintaining strong connections and networks within relevant industry sectors, trade bodies, partners and other stakeholders.
- Researching, analysing activity and performance to identify opportunities and areas for improvement to increase effectiveness and revenues
- Supporting the delivery and implementation of new products / services within the channel, through understanding of market opportunity and channel dynamics, and creating interesting materials to support the launch of these products / services.
- Generating engaging content for multiple uses including, email marketing campaigns, digital channels, video. Leveraging existing NEBOSH corporate content where possible.
- Creation of social campaigns to support the channel, as well as supporting the Corporate Marketing & Communications function to generate sector social media collateral and PR
- Collaborating with Corporate Marketing & Communications and other channels to create impressive web content.
- Delivering an events program for the channel
- Supporting the Corporate Marketing & Communications function with company-wide initiatives

- Tracking, measuring and report on campaign effectiveness, including VFM.
- Supporting delivery of NEBOSH revenues from our Learning Partners.

ESSENTIAL SKILLS & EXPERIENCE

1. Experience, with a track-record of effectiveness, in:
 - All aspects of current marketing tools and techniques
 - Channel Marketing experience (Marketing "to" and "through" partners).
 - Effective use of social media, web, copy and email for promotional campaigns
 - Experience with International Marketing Campaigns
 - Content management, including effective use of CMS system
 - Writing and commenting on marketing copy; strong proof-reading and editing skills
 - Managing the production of good promotional copy, visuals and designs
 - Event management, including planning, logistics and cost control
 - Working in a complex stakeholder environment, with excellent relationship management skills
 - Monitoring and reporting, eg on campaign effectiveness and VFM
 - Managing and motivating suppliers
2. Good knowledge of:
 - NEBOSH's current markets
 - NEBOSH's products & competitors
 - GDPR
 - SEO, Google analytics, PPC
 - Marketing analytics software
 - CRM systems
 - Webinar technology
 - CMS
3. Effective skills in:
 - Marketing tools and techniques
 - Making sales
 - Communication
 - Project management
 - Monitoring and reporting
 - Budget control
 - Copywriting
 - Managing design
 - Data analysis
 - Microsoft Office software tools
 - Webinar technologies
 - Email marketing systems
4. Attributes:
 - Creative
 - Excellent communication skills, written and verbal
 - Commercial mind-set
 - Target-driven
 - Tenacious
 - Energetic
 - Well-organised; able to multi-task, work at pace and under pressure; meets deadlines
 - 'Can-do, will-do' attitude
 - Collaborative
 - Sets and meets high standards
 - Demonstrates integrity in all situations

EXPECTED QUALIFICATIONS/EQUIVALENT EXPERIENCE

Degree-level qualifications, or equivalent experience. Marketing qualifications, or equivalent experience.