

Marketing Manager – CRM, Website & Advertising.

Location: London, United Kingdom

Salary: £31-36k (Dependant Upon Experience)

Role Type: Permanent

Start Date: July/August 2022



Introduction

Background on LIS

At LIS, we are building an innovative new London-based university that prepares learners to tackle the complex challenges facing society. We have acquired NDAPS (new degree awarding powers) - the first new UK university to do so before opening since 1965.

We launched our first undergraduate degree to a founding cohort in September 2021 and are in the process of recruiting for a Masters programme which will launch in September 2022.

We have an exceptional full-time faculty of teachers, a leadership team with experience in entrepreneurship business and education, as well as an expansive employer network. You can see more about our team [here](#).

The role

The Marketing Manager will nurture leads for all programmes (Undergraduate & Postgraduate) through delivery of an aspirational website user journey, management of web content and email communications and assist with advertising. You will deliver tailored and personalised communications to our contacts, to generate applications from high-calibre potential students from across the globe and think of new ways to advertise while keeping our website up to date and SEO friendly.

At LIS we embody a start-up mentality that you will share, being bold and confident in contributing your ideas, thoughts, and vision. You'll know what it takes to keep our website running and make regular updates, whilst also keeping an open mind as to what future technologies could bring and help in marketing.

You will report to the Head of Marketing and work closely and collaboratively with our admissions and recruitment teams to ensure that our marketing activities are aligned.

This is an exciting role in a growing team, with plenty of opportunity for growth. You will play a key role in providing expertise and support in marketing within a diverse and unique organisation.



Key responsibilities

CRM

- Management of a busy email marketing schedule, including development of email templates and regular email marketing campaigns that communicate key information, deadlines, and events to our prospective students.
- Develop, implement and review the effectiveness of the CRM marketing strategy to generate and convert leads into applications.
- Management of the Marketing team's use of LIS CRM and marketing automation tool, HubSpot. Lead the integration of university CRM.
- Develop personas and mapping of these to Contact records in the CRM.
- Implementation of marketing automation workflows to ensure an engaging and personalised experience for candidates and applicants.

Website Management

- Management of degree courses webpages across LIS website (wordpress), ensuring accurate course information and an optimised user experience for lead generation and engagement.
- Creating, designing and populating new web pages and digital assets. Make sure they are SEO compliant
- Develop and implement SEO strategies, to increase visibility and awareness of all courses.
- Do keyword research, link building and optimising page content for search engines.
- Knowledge of Website UX design: Sitemaps, wireframing, etc. To work alongside agency.

Advertising

- Manage and align affiliate and offline advertising strategies
- Work alongside the head of marketing on advertising plans and reporting.



Who are you?

Core skills and experience:

- **You may be a junior marketing associate with:**
 - A passion for CRM, website management and marketing in general.
 - A start-up mentality of growth hacking, and marketing in innovative ways.
 - Experience of using a CRM (such as HubSpot, Salesforce or MS Dynamics) to manage and maintain customer data and integrate this with marketing campaigns.
 - Experience of managing a complex email marketing schedule.
 - Experience of using Google Analytics and providing reports on marketing performance using a range of marketing analytics tools.
- **You will likely have some hands-on experience of:**
 - SEO
 - Advertising (online and offline)
 - Affiliate marketing
- **Core skills**
 - Strong CRM literacy
 - An interest in how websites/backend work
 - Excellent communication skills.
 - A keen interest in learning.



Who are you?

We are looking for someone who is passionate about marketing and happy to work across the board with email journeys, website and advertising.

You should be excited about the opportunity this presents, as well as the requirement to solve problems and provide solutions that help LIS to grow at pace.

We are a start-up so a key quality is that you are flexible and a team player, ready to support and develop others as we work together during this founding stage.

Attitude:

- Enthusiasm for the LIS mission - embracing our core values to be brave, be kind, be honest, keep learning and welcome difference
- Welcomes the realities of a fast paced, dynamic start-up – comfortable dealing with uncertainty and changing goal posts
- Excellent interpersonal skills with the ability to demonstrate empathy and connect with a wide range of internal and external stakeholders
- Agility to think on feet, deal with crises and manage difficult situations



Who are we?

We are a small and friendly team based in our new campus in Aldgate in East London. Despite currently largely working from home, we have established a number of ways to keep in regular contact and continue to support each other. We will go out of our way to welcome a new member of the team.

We also offer:

- Company sponsored monthly fitness contribution.
- Annual personal development contribution for external training.
- Private healthcare through Vitality UK.
- Opportunity to join a fast-growing organisation.
- Flexible working hours. We care about the results you deliver not how or when you work.
- 25 days holiday (pro-rata). Take time out to be inspired.

Next steps

- [Apply here](#)
- You'll have an initial call with the Head of Marketing.
- We'll invite shortlisted applicants for a video/on-site interview with a small panel.
- If successful, we then invite you to a final round, either in-person or online, with a member of our executive committee.
- LIS is committed to diversity, equality and inclusion in the hiring of its staff, and in all aspects of staff training, remuneration, development and performance management.
- The School's Recruitment of Ex-Offenders Policy aims to ensure that the School treats all applicants for jobs who have a criminal record fairly and does not discriminate unfairly against candidates with either a spent or unspent conviction, whilst safeguarding the School, its staff, students, applicants and visitors. [See the full policy here](#)