

# Marketing Manager

August 2019

Corndel is recruiting for a Marketing Manager, reporting into our Marketing Director.

We are looking for someone who has worked in a busy marketing department for 2-4 years and has experienced a range of marketing disciplines on and off-line, including managing events, websites, social pages, lead gen activity and producing supporting content.

## An introduction to Corndel

Corndel was founded in October 2016 and started operational delivery in May 2017. The business was set up to seize the opportunity that arose from the introduction of the Government's new Apprenticeship Levy which came into effect in May 2017. This Levy created a new £3bn a year market for apprenticeship training, with every business with a salary bill greater than £3m a year paying a 0.5% tax on its payroll costs.

Corndel's strategy has been to differentiate itself as the UK's highest quality provider of Levy-funded training provision. In 2017, the business decided to specialise in management and leadership, and software engineering apprenticeship programmes. Since then it has diversified, and with strategic partners it is additionally delivering data analytics and project management programmes.

From inception Corndel sought to employ the best people, develop the best content and have the best delivery model in the market. The Corndel delivery model seeks to maximise learner satisfaction whilst optimising operational efficiency.

The business has over 100 staff and is supporting around 2,000 learners. We are building a reputation for being the very best at what we do.

Corndel is working with a range of blue-chip clients to deliver exceptional training programmes. Feedback from learners on our programmes is fantastic. We are making a real difference to the development and careers of the individuals we teach and there is a tremendous amount of organisational pride in what we do.

## Growth Plan

Our goal is to be the "Strategic partner of choice for the UK's largest Levy paying businesses". We continue to grow quickly and have ambitious growth plans. Current clients include:



## Corndel's Marketing and Business Development Team

The role of Marketing Manager will report into the Marketing Director. This role is office based (Kentish Town), with the option to work remotely, occasionally.

As we grow, we are looking for people who make stuff happen, thrive in flat management structures, take responsibility and are committed to learning and developing others.

### The role

Our clients love our products and we have started to raise awareness of our brand and promote the impact of our programmes, but there is much more to do. We are currently re-branding all collateral and website. We have an omni-channel marketing strategy encompassing on and offline activity including events, awards, social media and on and offline lead gen and some internal comms. We also have a content marketing strategy to support our activities, including collation of image libraries, client and learner case studies (both written and video) and a qual/quant feedback strategy.

We need a dynamic and energetic Marketing Manager to help us deliver our ambitious strategy. Someone who can roll up their sleeves and get things done, take briefs from the Business Development team and other departments within Corndel, co-ordinate external suppliers and support the Marketing Director.

### The candidate

#### Personality and attitude

- A can-do and upbeat attitude to work, colleagues and clients
- Creative with experience / desire to produce multi-media material
- Collaborative, enjoys working as part of a close-knit team
- A self-starter, who can work independently and autonomously
- An inquisitive mind, able to find things out and problem solve.
- Solutions focused with detailed attention to both the outcomes and the inputs to secure them
- A person who wants to make a difference

### **Skills and experience**

- Excellent written English, as a large component of this role is content creation.
- An ability to work across a broad spectrum of marketing activities including:
  - Production of offline collateral (brochures, flyers, events material etc.)
  - Developing online collateral (web pages, posts, images, videos etc.)
  - Management of website to ensure it remains up to date
  - Events management – both internal and external, from planning through to execution
- Experience managing social channels and originating/posting content
- Experience of photoshop/similar packages would be advantageous
- Experience of using WordPress/WordPress/another CMS would be advantageous
- Strong project management skills
- Comfortable managing suppliers
- Analytical – able to extract information from packages like Google Analytics, social media metrics and qual/quant feedback from internal sources, to judge success of marketing activity.

**Salary** - circa £25,000-30,000

Corndel has grown from zero to 100 employees in 2 years and we wish to sustain this trajectory. We are an exciting business and for the successful candidate there will be plenty of opportunity to shape the role as it grows with the business.

### **Application:**

Please send your CV with a covering letter of why you would be a great fit for this role to [hr@corndel.com](mailto:hr@corndel.com)

Closing date 10<sup>th</sup> September 2019

*We will only be providing feedback to candidates whose application will be progressed.*