**Job Advert**

**Job Title: Marketing Insights Manager**

**Site: Hartlepool (and some working at Middlesbrough)**

**Permanent**

**Hours per week: 37**

**Salary *(based on increments, starting salary):* £36,456 - £40,040**

The Northern School of Art has provided students with specialist art and design education in the North East for over 100 years. Dating back to 1870 when The Middlesbrough School of Art was opened shortly followed by The Government School of Art in Hartlepool in 1874. The School, formerly the Cleveland College of Art & Design (CCAD) was formed in 1979 by the merger of Teesside College of Art, Middlesbrough, and the Hartlepool College of Art.

Being the only educational institute dedicated to art and design in the North East over this course of time has given our school immeasurable experience and expertise in creative education. We have had the opportunity to work with outstandingly talented students who have graduated to become some of the best in their respective industries. Our Alumni include Ridley Scott, director of Alien and Blade Runner, car designer Keith Patterson and artist Mackenzie Thorpe.

We are seeking a strategic, data-driven Marketing Insights Manager to join our award-winning Marketing & Recruitment team at The Northern School of Art. This role will lead the Schools digital marketing and CRM strategies, using market insights and performance data to drive student recruitment and engagement.

As a senior member of the team, you will manage and mentor staff responsible for digital content, marketing campaigns and PR. You will champion evidence-based decision-making across marketing and recruitment activity—optimising the customer journey from first enquiry to enrolment.

You will work closely with senior leaders to provide intelligence that informs programme development, outreach, and strategic planning. If you are passionate about digital innovation, education, and impactful storytelling—this is your chance to shape the future of a specialist creative institution.

**Key responsibilities include:**

* Leading digital marketing strategy, including SEO, PPC, and content campaigns
* Managing CRM systems and tailoring communications to increase conversion
* Developing a KPI dashboard to guide senior management decision-making
* Conducting market research and competitor analysis to inform strategy
* Line-managing digital and PR staff and coordinating marketing outputs
* Supporting data-driven improvements to customer experience and outreach

***What will you get if you join us?***

* Work for an institution that supports work-life balance, and cares for the wellbeing of staff;
* Staff development opportunities;
* Generous annual leave;
* Free confidential counselling service and physiotherapy;
* Free eye tests and contribution towards glasses for VDU use;
* Free IT products including Microsoft Office and Adobe Creative Cloud;
* Professional fees paid by the School;
* Staff recognition awards
* Free car parking and access to other staff benefits; and
* Access to the Local Government scheme (with significant employer contributions).

To download an application pack, please visit <https://northernart.ac.uk/careers/>

**Closing date for receipt of completed applications: 22nd June 2025**

*Please send your completed application to* *jobs@northernart.ac.uk*

The Northern School of Art recognises that it has a statutory and moral duty to promote and safeguard the welfare of its students who are under the age of 18 and of its vulnerable adults.

This role is exempt under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975.

If successful an Enhanced DBS Check (with barred list) will be required. Please note, it is an offence to apply for the role if the applicant is barred from engaging in regulated activity relevant to children.

**For Teaching Staff & Technician Demonstrators** Prohibition checks will be carried out for successful applicants.

Additionally, as part of the School’s shortlisting process, an online search will be carried out on all shortlisted candidates.