### Job Description

**Post:** Marketing Insights Manager

**Location:** Hartlepool

**Line Manager:** Head of Marketing & Recruitment

**Line Manager to:** Digital Marketing Officer, Digital Content Officer and PR Officer

**Directorate:** Governors/Principals Office

The Job Description and further particulars set out below are intended to provide information about the role and responsibilities associated with the post. Some of the duties listed below will be of a continuing nature, others cyclical or periodic, yet others will take the form of particular projects to be undertaken as and when necessary as the needs of the Corporation change.

**JOB PURPOSE:**

The Marketing Insights Manager is responsible for shaping and driving data-informed marketing strategies that support student recruitment, outreach, and engagement objectives. This role will leverage digital platforms, CRM system, and market insights to optimise customer journeys, enhance the institution's digital presence, and inform decision-making. By integrating data analytics with strategic planning, the post holder will ensure marketing activities are evidence-based, impactful, and aligned with the School’s vision and values.

**Main Duties & Responsibilities:**

**Digital Marketing and Strategy**

* Develop and lead the School’s digital marketing strategy—covering SEO best practice and targeted campaigns—to meet marketing and recruitment objectives
* Manage external suppliers and oversee the School’s online presence (including the website), ensuring accuracy, accessibility, and an engaging user experience that maximises both impact and return on investment.
* Review and refine digital marketing activities by using performance data and collaborating with stakeholders to keep them effective.

**CRM and Customer Journey**

* Lead the development and management of the School’s CRM system to strengthen engagement from the first enquiry through to enrolment.
* Use data insights to map and optimise the customer journey, tailoring communications to increase conversion rates.

**Data Management and Insights**

* Create, manage, and present a KPI dashboard to senior management, providing actionable data to guide decision-making.
* Analyse datasets (such as UCAS, CRM, and Datafiltr outputs) to identify opportunities for targeted outreach and recruitment.
* Assess the success of digital marketing and outreach initiatives, sharing findings and recommendations with key stakeholders.

**Market Research and Sector Awareness**

* Conduct regular research into market and competitor activities, integrating data insights to improve programme development and outreach strategies.
* Monitor sector trends and policy changes, advising senior leadership on potential risks and opportunities.

**Collaboration and Line Management**

* Act as a key liaison between Marketing, Recruitment, and Admissions, ensuring well-coordinated strategies and high-impact campaigns.
* Support the Head of Marketing by guiding team members in digital marketing, admissions, data analysis, and recruitment—including the Digital Marketing Officer, PR Officer, Digital Content Officer, Graphic Designer, and HE Admissions Coordinator.
* Provide line management for the Digital Marketing Officer, PR Officer, and Digital Content Officer.

**GENERAL DUTIES:**

* Ensure other members of the team have information to cover effectively for you in your absence.
* To engage in professional development and networking to ensure that professional, and strategic contributions are up-to-date.
* Ensure that the Corporation’s Health & Safety Policy is adhered to at all times and take responsibility for general health and safety housekeeping within your work area.
* Participate actively in the performance management scheme, agreeing objectives, attending reviews and undertaking professional development as required.
* Ensure that the Corporation’s Equality and Diversity policy is adhered to at all times and tackle or report discrimination and harassment wherever it occurs.
* Ensure the safeguarding of learners at all times and report any potential issues without delay.
* All employees are expected to be fully committed to policies/processes on equality, diversity, safeguarding and the Prevent Agenda.
* All staff members are responsible for safeguarding children and adhering to the principles and guidelines outlined in the Keeping Children Safe in Education framework.
* Any other duties commensurate with the nature and level of the post, as directed by the Head of Marketing and Recruitment or the Principal.
* This list is not exhaustive and is only an indication of responsibilities.

Due to the nature of this post, some flexibility is required with relation to working hours as some weekend and evening work will be required.

**SAFEGUARDING**

We are committed to safeguarding and protecting the welfare of children and expect all staff and volunteers to share this commitment.  A Disclosure and Barring Service Certificate will be required for all posts. This post will be subject to enhanced checks as part of our Prevent Duty.

**EQUALITY, EQUITY, DIVERSITY AND INCLUSION**

At The Northern School of Art, we want all of our employees to feel included bringing their passion, creativity and individuality to work. We value all cultures, backgrounds and experiences, and we truly believe that diversity drives innovation.

##### Person Specification

**Marketing Insights Manager**

| Specification, whether essential or desirable, and where the specification will be tested | ESSENTIAL | DESIRABLE |
| --- | --- | --- |
| Qualifications |  |  |
| Degree in Marketing, Digital Marketing, Data Analytics, or a related discipline (or equivalent professional experience) | ✓ |  |
| Masters Degree in Marketing, Data Analytics, or related disciplin |  | ✓ |
| Evidence of continuing professional development and regular updating of skills | ✓ |  |
| 5 GCSEs at grade C or above, or equivalent, including English and Maths | ✓ |  |
| Professional membership or certification (e.g. CIM, IDM) |  | ✓ |
| Experience / Knowledge |  |  |
| Experience of working with children | ✓ |  |
| An understanding of safeguarding principles, policies, and practices, including the Prevent duty | ✓ |  |
| Proven experience in developing and delivering digital marketing strategies | ✓ |  |
| Experience managing digital marketing campaigns (SEO, PPC, and content marketing) and CRM systems | ✓ |  |
| Demonstrated success in data analysis, including dashboard creation and reporting | ✓ |  |
| Knowledge and experience of market research and sector insight tools | ✓ |  |
| Experience working with or developing in-house Access databases | ✓ |  |
| Experience working in the higher education or creative education sectors |  | ✓ |
| Experience managing external digital suppliers or agencies | ✓ |  |
| Proven track record in increasing engagement, reach, and conversions via digital channels | ✓ |  |
| Experience of project management, with the ability to deliver on time and within budget | ✓ |  |
| **Knowledge, skills and abilities** |  |  |
| Advanced analytical and data interpretation skills with the ability to present findings to a range of audiences | ✓ |  |
| Strong understanding of SEO, web governance, digital advertising platforms, and marketing automation tools | ✓ |  |
| Proficiency in CRM systems and data visualisation tools | ✓ |  |
| Excellent communication, presentation, and stakeholder management skills | ✓ |  |
| High-level digital literacy including Microsoft Office and content management systems | ✓ |  |
| Strong organisational skills and ability to manage multiple priorities | ✓ |  |
| Attention to detail and commitment to data accuracy and evidence-based decision-making | ✓ |  |
| **Personal Attribute** |  |  |
| Strategic thinker with a proactive, data-informed approach | ✓ |  |
| Creative and innovative mindset with a focus on continuous improvement | ✓ |  |
| Confident team player and collaborator across departments | ✓ |  |
| Commitment to equality, diversity, safeguarding, and the Prevent duty | ✓ |  |
| Passionate about education and its ability to transform lives | ✓ |  |