

## JOB OUTLINE

<b>Job title:</b>	<b>Marketing Specialist – New Business</b>
<b>Job ref:</b>	<b>HFL1544</b>
<b>Hours:</b>	Full-time at 37 hours per week, part-time working patterns may be considered
<b>Salary:</b>	Up to £35,000 per annum
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Head of Marketing
<b>Team:</b>	Marketing
<b>Location:</b>	Hybrid working consisting of remote working, with up to two days per week in our Office in Stevenage, Hertfordshire.

### OUR COMPANY

HFL Education (Formerly Herts for Learning) is an award-winning provider of products and services to schools and educational settings within and outside Hertfordshire. We believe that every young person, through access to a great education, should be able to realise their potential, regardless of where they live or their circumstances.

We focus on supporting the schools we work with to achieve successful long-term outcomes for their children. HFL is majority owned by Hertfordshire schools and operates with a not-for-profit ethos.

### JOB CONTEXT

The Marketing team works with colleagues across the business; we create and implement bespoke on, and off-line campaigns focused on the needs of not only our local shareholder schools and settings, but also those further afield outside of Hertfordshire.

### PURPOSE OF THE JOB

Working with the wider marketing team, the postholder will focus on growing our reach within and outside of Hertfordshire, initially in our neighbouring counties with an aspiration to grow further afield in the mid to long term.

## MAIN AREAS OF RESPONSIBILITY

The postholder will work alongside Heads of Service, and closely with our 'Education Development and Partnership Lead', to seek out new business opportunities and engage with new contacts, particularly within Multi Academy Trusts, build relationships and enable more sales from new customers. This will include working on and writing tenders and proposals.

The postholder will be responsible for creating engaging on and off-line content and marketing campaigns aimed at a wider market and to prospects who are not necessarily familiar with our brand.

The postholder will work alongside our 'Marketing Specialist - Customer Retention' to introduce and maintain a referral programme which will build existing relationships and bring new customers on board.

When leads are successfully converted, 'active customers' will be handed over to the 'Marketing Specialist - Customer Retention' to take the relationship forwards.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

## PERSON SPECIFICATION

The postholder will have experience in a sales and/or business development environment, they must be an excellent communicator and enjoy working in a collaborative way across a business, and externally, to achieve joint goals.

## KNOWLEDGE AND EXPERIENCE OF:

- Microsoft Office – essential
- Use of a CRM tool – desirable
- The education sector, particularly Multi-Academy Trusts – desirable
- A proven track record in a new business and/or sales environment - essential
- Lead generation – essential
- Public relations – desirable
- Digital marketing – desirable
- Writing and delivering (presenting) tenders and pitches - essential
- Relationship management/marketing – essential

## SKILLS AND ABILITIES:

- Ability to work collaboratively with internal stakeholders to communicate their offer, generate leads and build and manage relationships - essential
- Commercial acumen – essential
- Copywriting for on and off-line applications with an understanding of SEO – essential
- Presenting skills – essential

## EQUAL OPPORTUNITIES

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Anti-racist position statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

## DISCLOSURE AND BARRING SERVICE

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

## HEALTH AND SAFETY

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

## INTELLECTUAL PROPERTY RIGHTS

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.

## APPLICATION PROCESS

To apply, email [hfl.recruitment@hfleducation.org](mailto:hfl.recruitment@hfleducation.org) with a detailed CV along with a cover letter to include responses to the following questions:

1. What excites you about the prospect of working for HFL Education?
2. What knowledge/experience do you have of the education sector?
3. Can you give an example of a successful new business campaign you have worked on?

As part of our move towards eradicating unconscious bias within the recruitment process, we will be anonymising your forms.

For recruitment queries, our Central Recruitment Team can also be contacted on the [hfl.recruitment](mailto:hfl.recruitment@hfleducation.org) email address above.

To help HFL make sure our policies and working practices are inclusive and non-discriminatory we would like you to complete the HFL equal opportunities form. This will not be stored with your application and will only be utilised by HR.

**1<sup>st</sup> stage interview will be via Microsoft Teams**

**2nd stage interview will be at our Stevenage office.**

**This job advert may close as soon as sufficient applications have been received. We reserve the right to interview before the interview date should we feel able to appoint an appropriate candidate. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.**