

Role: Marketing Manager (Content and Communication)
Team: Higher Education
Package: Pension, Unlimited leave, Flexible working
Location: London based, hybrid
Salary: Up to £40k

Since inception in 2017, Corndel has broken new ground in developing people through vocational learning. Corndel works with some of the UK's largest and most high-profile businesses, delivering a range of government funded and commercial development programmes, including Leadership and Management, Project Management, Data Analytics, DevOps, and Software Development.

Corndel is now on a mission to disrupt higher education with our new approach to professional degree education. Having recently launched our brand new Degree Apprenticeship programmes, we are at the first stage of this exciting new venture.

The Role

We are looking for an experienced content and communications marketer to lead and develop a multi-channel content marketing strategy for our higher education venture. You will be joining a small team, with a start-up mindset, who will be responsible for creating and growing the Corndel Institute. You will also collaborate with the wider Corndel marketing, sales and accounts teams.

This is a fantastic opportunity for an experienced content and communications manager to develop and lead the creation and delivery of high-quality content across multiple mediums to inform and engage prospective students (B2C) and our target senior apprenticeship/early careers decision makers (B2B). The focus will be on raising the Institute's profile amongst our key stakeholders, supporting marketing campaigns, and creating compelling and engaging content. The role will champion all aspects of the Institute's content and communication efforts and carry significant influence as you help build the Institute's brand reputation.

Responsibilities

Reporting into the Corndel Institute's Marketing Director, you will:

- Develop and implement a multi-channel content marketing strategy that positions our degree programmes competitively amongst similar providers
- Design creative content strategies to disseminate content across a range of channels including organic social media, email, digital, print and websites
- Create a clearly defined and consistent marketing message, in conjunction with the rest of the Higher Education team, that highlights the strengths of our programmes competitively against similar providers
- Manage and own all content across our website, social media and third party listings
- Build an effective email CRM communications strategy that supports recruitment/sales campaigns
- Develop and implement social media strategies and presence with key stakeholders to enhance both lead generation activities and overall brand to generate conversation and buzz

- Work with the Digital Marketing Manager to ensure the content utilised for multi-channel campaigns is compelling, on brand and consistent with our messaging
- Work with the Head of Student Recruitment to build relevant content designed for every stage of the recruitment process
- Collaborate with the wider Corndel marketing team to develop compelling content that specifically targets our B2B audience
- Collaborate with the Events Marketing Manager and Head of Student Recruitment on the Institute's events calendar, including open events, webinars, roundtables and in-person events
- Support the student experience team to develop compelling content and information targeting current students and alumni
- Lead a rigorous quality standards process to ensure all content and assets are produced to a high standard and adhere to relevant regulatory frameworks guidelines and advertising standards
- Establish metrics and KPIs to ensure content can be effectively evaluated
- Continually measure and evaluate the effectiveness of content sharing across our channels to inform future activity
- Regularly report on the return on investment of content marketing activity
- Actively following new trends and best practice within content marketing to identify potential new marketing opportunities
- Support the Marketing Director in developing communication and PR opportunities for the Institute
- Lead the planning and implementation of regular audience research and competitor audits, and market research activity to evaluate content performance, such as focus groups and surveys

Skills:

- 4+ years in a similar role
- 4+ years copywriting/content production experience
- Excellent written and verbal communication skills
- Fantastic attention to detail when producing content, decks etc.
- Experience using a website CMS like WordPress and Hubspot
- Experience using CRM systems like HubSpot
- Experience using Marketing automation tools like Hubspot
- Proficient using LinkedIn, Facebook, Instagram, TikTok and Twitter
- Experience managing webinar events using platforms like GoTo Webinar
- Experience producing podcasts and compelling video productions
- Experience of graphic design tools – Photoshop / Canva, and video editing – iMovie / Camtasia or alternative, would be advantageous

What we are looking for:

- A self-motivated, results driven B2C/B2B content and communications marketer
- A starter-finisher who enjoys both strategic planning and the hands-on delivery of campaigns
- Excellent verbal and written communication skills, with an eye for detail

- Someone with a can-do attitude who is comfortable working in a start-up, entrepreneurial culture
- Strong copywriting and proofreading skills
- A creative thinker with a proven track record in creating engaging campaigns
- Organised and able to keep on top of many details and prioritise effectively
- A brand ambassador, with a flair for visually compelling content
- Previous experience in higher education would be beneficial but is not essential

Corndel is committed to building a brilliant team that is inclusive in its culture, and values diversity so that we can best serve the needs of the learners and clients that we support. We strive for equality of opportunity in all that we do and actively encourage applicants from all groups and backgrounds to apply for this role.

About Corndel:

We deliver transformative professional learning for leading UK businesses, focused around the core corporate competencies which provide strategic advantage.

We currently deliver six professional development programmes: Data Analytics, Leadership and Management, Project Management, DevOps Engineering and Software Development.

We have grown by targeting some of the UK's largest employers and delivering scaled programmes across their management and professional workforce.

Our clients include ASDA, Credit Suisse, Legal and General, Marks and Spencer, AIG, Joules, Kier Group, Royal Mail, G4S, Wates, Macmillan Cancer Support and the NSPCC. We are targeting some of the largest businesses in the UK, including major players in financial services and technology.

We have differentiated from the market by a quality offer focussed on professional coaching and original content. We offer the most competitive salaries in the wider apprenticeship industry and the opportunity to be part of an exciting and ambitious high-growth business.

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