

**Role:** Marketing Manager (Digital and Campaigns)  
**Team:** Higher Education  
**Package:** Pension, Unlimited leave, Flexible working  
**Location:** London based  
**Salary:** Up to £42k

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 analytical, innovative and data-driven Digital Marketing Manager to lead on the digital 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 digital marketer to spearhead our efforts to establish the Institute's online presence, and effectively generate and nurture leads for our new programmes. Your focus will be on brand awareness, lead generation among prospective students (B2C) and our target senior apprenticeship/early careers decision makers (B2B). The role will champion all aspects of the Institute's digital marketing proposition and carry significant influence as you build the Institute's SEO and create effective campaigns.

### **Responsibilities**

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

- Develop and implement a multi-channel digital marketing strategy that positions our degree programmes competitively amongst similar providers
- Lead inspiring digital marketing campaigns that generate leads and applications amongst prospective students, working closely with the Head of Student Recruitment
- Create compelling lead generation campaigns targeting our B2B audience, working closely with the Corporate Partnerships Director and wider marketing team
- Own responsibility for the development, management and UX of the Institute's website
- Manage the implementation, tracking and measurement of integrated digital marketing campaigns, on time and within budget. These campaigns will include SEO/Google Ads and PPC strategies, social media and retargeting
- Lead and implement on SEO optimisation
- Lead the creation and maintenance of effective landing pages for paid advertising campaigns

- Develop and drive proactive and new contact strategies (email/social media) to keep prospective students (B2C) and decision makers (B2B) engaged as they progress through the sales/admissions process
- Establish metrics and KPIs to ensure all activity can be effectively evaluated, using marketing analytics tools such as Google Analytics
- Produce monthly reporting on campaign activity, performance and future action point
- Play a key role in the implementation and integration of the Institute's CRM system and other technology systems
- Lead a rigorous quality standards process to ensure all content, assets and tools are produced to a high standard, ensuring the tone of voice and messaging aligns with the overall B2C and B2B marketing strategy and adheres to relevant regulatory frameworks
- Lead the planning and implementation of regular audience research and competitor audits
- Plan and monitor a budget allocation for digital marketing
- Work closely with the rest of the marketing team and Head of Student Recruitment to ensure that content produced is embedded with lead generation marketing campaigns to enhance the student recruitment/sales journey

#### **Skills:**

- 4+ years website and digital experience
- 4+ years lead gen programme delivery, with measurable results
- Experience using website CMS like WordPress and Hubspot
- Experience using CRM systems like HubSpot
- Experience using web analytics tools (e.g. Google Analytics, SEMRush, HotJar etc.)
- Experience using Marketing automation tools like Hubspot
- Proficient in Google Ads, Google Optimise, LinkedIn, Facebook/Instagram, Twitter, TikTok, AdRoll
- SEO knowledge
- Strong copywriting skills (including optimisation copy)
- Experience managing webinar events using platforms like GoTo Webinar

#### **What we're looking for:**

- A self-motivated, results driven B2C/B2B digital 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
- Someone who is analytical, data driven and have excellent IT/data 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.**

This is an exciting time to be joining a fast-growing, purposeful business. If your skills and interests could help us increase our reach and make an even bigger impact, we would love to hear from you.

**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.

[Apply Now](#)