



Senior Marketing Associate

BRIEFING PACK



Introduction from Tom Ravenscroft, Founder & Chair

Hello!

I am really excited to be seeking the newest additions to our outstanding team and want to thank you for your interest in the Skills Builder Partnership.

We know that individuals who build their essential skills do better in their education, earn more in the workforce, are half as likely to be out of work or education, and have higher levels of wellbeing across their whole lives.

However, all too often individuals get into a skills trap: fewer opportunities to build essential skills as children mean they start secondary school at a disadvantage. As they enter the workplace, we see the divide widen: those who join graduate or apprenticeship schemes get lots of opportunities to boost essential skills. Those in 'lower-skilled' jobs do not – and so the gap is never bridged, and a lot of potential goes unrealised.

The Skills Builder Universal Framework is a breakthrough model for building these skills. It is now widely adopted in education – 87% of secondary schools and colleges in the country have some touchpoint with our work. The Framework is also the default skills impact measurement framework in the third sector, with hundreds of social impact organisations embedding it in their programmes.

Employers are also rapidly adopting our approach. This work is critical to ensure that individuals have opportunities to boost their essential skills across their entire lives. In the last year, we worked with 120 employers as diverse as Lloyds Banking Group, Heathrow, and Oliver Bonas to support them to use the Skills Builder approach for fairer and more transparent hiring, effective outreach, and transformative staff development.

In the last year, the partnership delivered more than 2.3 million high quality opportunities for individuals to boost their essential skills.

This role is vital to scale our impact. Our programmes and products are highly rated by our partners and generate meaningful impact for individuals' lives. Your job will be to ensure that we reach an increasing number of partners through highly effective marketing and communications.

Thanks for your interest in this role, and we look forward to meeting you



Are you a skilled marketer who wants to achieve systemic change?



What it's like working at Skills Builder Partnership

Joining Skills Builder is not like working anywhere else. Our team consistently say they have never worked anywhere as collaborative, supportive or mission oriented. We combine the fun and dynamism of a start-up, the professional development opportunities of a corporate, the innovation of a digital native and the social impact focus of a charity.

We are serious about delivering social mobility through our vision that one day everyone builds the essential skills to succeed. That means we are ambitious and set high standards for ourselves. We are reflective, inclusive and supportive.

In practice this means that everyone makes time for others in the team, we get stuck in to solve problems together, we have regular employee surveys where leadership talk through every single suggestion and the whole team is involved in developing our strategy.

Quotes from our anonymous Team Survey:

I'm proud to work for Skills Builder, the impact we have and am privileged to be able to work with such brilliant colleagues.

I'm excited about the new 3-year strategy and the opportunities this will bring to the organisation and to personal development

I've said it before, I'll say it again: the support I've been getting in line management is simply amazing! Whether it's about development goals or workload management, I feel truly listened to and I'm benefitting hugely from being coached and/or mentored where relevant.



About the role

This role is an exciting opportunity to put your experience and skills in marketing into practice in a supportive and fun environment.

You will plan and deliver a data-driven, multi-channel, multi-audience marketing strategy. You will be a hands-on leader, controlling our marketing grid, driving high-impact campaigns, and boosting our brand awareness.

You'll lead diverse campaigns, experiment with new ideas, and have the opportunity to upskill in areas that excite you and meet organisational needs. You'll build a wide-ranging network by collaborating with marketing professionals across our large network of our partners.

You'll be a fast learner, able to build on our brand, voice and messaging. To deliver on this, you'll be highly organised, managing varied workflows to hit deadlines.

If you want to build your career and benefit from working with an inspiring team, with huge potential for learning, growth and development, we want to hear from you.

Key responsibilities

(1) Owning & delivering the marketing plan

- Shaping and delivering multi-channel plans for building awareness of the Skills Builder approach.
- Segmenting our audiences and tailoring our messaging and approach accordingly.
- Working with our internal teams (employers, educators, impact organisations) to advise on and refine their marketing plans and performance.

What does success look like?

- Supporting our internal teams to increase the number of Skills Builder partners.

(2) Delivering our campaigns

- Planning and executing high-impact campaigns across multiple channels including digital and organic.
- Securing campaign-buy in from our wide range of partner organisations.
- Working independently and with others to generate powerful creative outputs which can emotionally engage audiences.

What does success look like?

- Building overall brand awareness for Skills Builder as measured by an annual YouGov poll.
- Ensuring key content (research, blogs, creative) is shared widely by our partners and through a range of channels.

(3) Generating insights to improve

- Setting up and tracking the performance of campaigns and channels, using tools like GA4 and techniques linked to Search Engine Optimisation.
- Tracking and optimising metrics like impressions and engagement rates.
- Using this data to generate insights, report to leadership and iterate campaigns to improve future success.

What does success look like?

- Driving up performance in key channels (e.g. our website) through analysis of data.

Technical Skills and Experience

- Experience of working in a marketing, communications or campaigns role.
- Strong working knowledge of using and optimising marketing data (e.g. Google Analytics and Search Engine Optimisation) – or a strong desire and ability to learn rapidly.

Essential Skills



Communication is critical to this role. You will communicate adaptively by changing your content depending on the response of listeners. You will speak influentially through effectively structuring your points, the examples and facts you use, as well as by articulating a compelling vision that persuades listeners.



Creating and sourcing content will require creativity. You will generate ideas by combining different concepts. You will develop ideas by considering different perspectives and innovate effectively by seeking out varied experiences and stimuli.



Understanding what our partners and team are trying to achieve is vital for this role. You will listen critically and look beyond the way speakers speak or act to objectively evaluate different perspectives.



Creating adaptive, impactful content for a range of audiences will require sound problem solving. You will analyse complex problems by using logical reasoning as well as creating and testing hypotheses.



This role requires the management of a full and varied workload, and you need to be someone who gets stuff done – on time, and to exacting standards. You will develop long-term strategies, using regular milestones to keep on track, including feedback loops to support flexibility and adaptability.

Benefits

Salary: £36,000 - £40,000

Start Date: Flexible, but ideally as soon as possible

Working hours: Flexible (part- or full-time)

Travel: If based remotely, you have two “flexi” days each year, so you can expense travel to meet with others in your team.

Team days: we get together in person in London 6 times a year for collaborative strategy, fun and food.

Holidays: 25 days per year, plus bank holidays. This increases by one day each year up to 30 days and you can buy back up to 5 days to a total of 30.

Location: UK fully remote or London (hybrid working with 1+ days in the office per week, free fruit, tea and coffee, ‘pastry socials’ and £600 London weighting).

Application Process

Applications should be made via our [online form](#) - on completion of the online application please also send your CV by email to jobs+m25@skillsbuilder.org. The application deadline is **09.00 on 20th October**, with interviews on weeks commencing 27th October or 3rd November.

Applicants are encouraged to explore our work at www.skillsbuilder.org before applying.



Skills Builder Partnership is a Top 100 Employer. We champion equal opportunities, and actively encourage applications from all qualified individuals no matter their background.

Our recruitment process is designed to give you a sense of what this role as part of the Skills Builder team would be like. Our process is transparent and inclusive, following best practice. For example, we blind-score applications and use the [Skills Builder Universal Framework](#) when assessing candidates' essential skills.

