

JOB TITLE: Marketing Manager, English Language Training (ELT)

Qualifications: MBA

Experience Required: 6-8 Years

SUMMARY OF POST:

The role of the Marketing Manager is to lead and execute the marketing and communication (print and digital/online) strategic plans in alignment with the brand strategy for the region, for the ELT Unit to ensure effective sales and growth. The Marketing Manager will liaise and work with functional heads/ brand and PR/ marketing directors/senior managers and key strategic partners in developing joined-up marketing strategies and campaigns.

The role is key in supporting the business from publishing to sales functions, to be appropriately market/data/research/customer-driven playing a key role in the overall business strategy and growth plans of the business. The Marketing Manager has a key managing/coordination role in acquiring/analyzing and circulating market data including market/customer sizes and profiles. The role requires close cross-functional work with the Sales, Publishing, Editorial and Production functions.

KEY ACCOUNTABILITIES:

1. Marketing Management

- Lead and coordinate the South Asia digital and print marketing plans for the ELT business unit including, alongside Publishing Sales and other teams, the preparation of strategic ELT business plan in conjunction with the Brand team for presentation to the business and to the management.
- Collaborate fully with the sales team and other marketing and sales Press colleagues as appropriate, including Education, to develop a fully joined up, costed and targeted sales and marketing plan for each product in the portfolio.
- Build and develop internal working groups in the Press to fully support coordinated marketing strategies across the business
- Build and develop external partner relationships with key partners including Cambridge Assessment English (CAE), business partners, industry association and other Awarding Bodies, on joined-up marketing campaigns ventures and opportunities.
- Implement an annual marketing strategy for the ELT Unit to achieve year-on-year growth on sales.
- Produce a fully costed marketing plan. Ensure full tracking of marketing plans, campaigns and strategies against budget opex and spend.
- Analyse market trends and growth opportunities, keeping up to date on demand and changes to English learning requirements to develop strategies to enter those segments. Present these to the key stakeholders.
- Manage internal communication to promote and inform all internal Press staff on ELT developments and business goals.
- Lead and manage an increase in market research projects and market intelligence strategy to help the Group better understand the global markets and develop future product.
- Lead and manage a full and cost-effective events and exhibitions strategy and annual plan, working with Events vendors and keeping up with brand standards defined by the branch.
- Undertake sales and marketing training on ELT and product portfolios where needed.

2. Business development

- Take a lead role in the identification/verification/presentation of market data including examination /candidate/market sizes and coordinate/analyse data within overall business strategic plans.
- Take a lead role in the development of customer data/profiles and maintain a culture of looking for market data best practice with brand team/colleagues.
- Working with appropriate counterparts/ contacts establish marketing/budgetary responsibilities for all activities, such as conference attendance within budgets and as per standards.
- Review and implement opportunities for marketing development through digital channels. Work with digital marketing team to deliver approved plans
- Take a lead role in coordinating business strategy document and ensuring sales and market data is accurate in appropriate and up-to-date reporting systems.

3. Digital

- Deliver the South Asia digital marketing and communication strategy for the ELT unit aiming to increase, across all appropriate formats, the use of digital output (and sales) and reduce print output.
- Grow the Group's digital and online communication and product (e-books, apps social networks) working closely with the Digital marketing team.
- Own and deliver on quarterly marketing plans for marketing and selling our e-book, app and digital product.
- Ensure the ELT Group maximizes and manages social networking and digital marketing initiatives (Facebook, Twitter etc.) in it's marketing output
- Along with central marketing team, represent India ELT website requirements at the Press Website Strategy working group/committee.

ADDITIONAL DUTIES: To carry out any other duties which might be reasonably expected from the role.

PRESS POLICIES AND PROCEDURES: To abide by all Press policies and procedures, as detailed in your contract of employment and the Staff Handbook, e.g. Health and Safety, e-mail and Internet use and standards of behavior.

Interested Applicants may send their resumes to Mr. Priyank Jha @ priha@cambridge.org