



Marketing Manager

Closing Date: 10th March 2024

The Marketing and Recruitment Team at ESCP Business School is currently looking for a Marketing Manager to join us in northwest London, in driving our marketing strategies.

This role plays a critical part in positioning our degree programmes competitively among top-tier business schools. It involves creating high-quality campaign content and messaging that aligns with the School's student marketing and recruitment strategies.

This position requires a versatile and challenging skill set, including outstanding communication abilities, extensive marketing expertise, and a profound comprehension of management education and the higher education landscape. A robust, demonstrable capacity to manage various priorities, budgets, deliverables, and timelines is essential. The ideal candidate will possess expertise in multi-channel campaign and content marketing, along with fluency in English.

Knowledge Skills and Experience

Essential Requirements

- Minimum 5 years professional experience (ideally with agency management experience)
- Educated to degree level with learning industry knowledge (L&D) or proven equivalent experience)
- Proven experience in developing and executing marketing plans, preferably in higher education or experiential marketing
- Analytical mindset with the ability to interpret data, derive actionable insights, and make data-driven decisions
- Knowledge of world-class business education (particularly in the UK, wider Europe, and US markets) is a plus
- Previous experience working in an international team environment
- Creative thinker with a strategic approach to problem-solving and the ability to innovate and adapt in a fast-paced environment, with defined timelines and budgets
- Must possess proficiency in spoken and written English
- Able to use and work via platforms such as Zoom, Teams, Google Hangouts
- Working knowledge of creative platforms such as Canva, Photoshop, Illustrator, InDesign, etc.

Desirable Requirements

- Fluency in French is ideal but not essential
- Fluency in Foreign languages is also a plus

Main Duties and Responsibilities

- Manage relationships with media agencies and ensure the effective execution and optimisation of media plans and marketing campaigns.
- Continuously monitor and evaluate the efficacy of marketing plans and campaigns, delivering weekly and monthly reports to senior management and stakeholders.



- Contribute to the School's marketing strategies by gathering market intelligence and assisting the Associate Head of Marketing, Recruitment, and Admissions in developing a comprehensive campaign strategy and plan.
- Create content corresponding to a range of delivery channels including organic social media, blogs, event collateral, website, videos, etc.
- Utilise CRM and data analytics tools to develop targeted email campaigns and communications in collaboration with the recruitment team.
- Coordinate with a wide array of suppliers for third-party advertising and content creation, including referencing portals and specialised higher education websites, printed publications and other multimedia channels.
- Utilise a mix of traditional and digital marketing channels to reach prospective students, educational institutions, and key stakeholders, including email campaigns, social media, and targeted advertising.
- Lead market research initiatives to identify trends, competitive insights, and emerging opportunities within the management education and higher education landscape.
- Support with Open Days and student recruitment events both on and off-campus as needed, which may involve occasional work beyond regular hours.

What can ESCP offer you?

- 30 days annual leave with the addition of Bank Holidays
- Company pension scheme with exceptional employer contributions
- Permanent Health Scheme
- Death in Service Insurance
- Private Healthcare after a successful probation period
- Enhanced Paid Maternity & Paternity with length of service
- Enhanced Sick Pay with length of service
- Hybrid Working is available, upon negotiation with the manager.
- On-site Cafe with Staff discount
- Exclusive discounts with surrounding local businesses
- Language lessons available in Spanish, Italian, German, French

Application details

Applicants should submit a cover letter and CV to our Human Resources Department Please note the HR Department starts screening CVs and interviewing candidates from the start of the recruitment campaign. A successful candidate could progress to the offer before the advertised closing date. We encourage you to apply as soon as possible.

ESCP Business School is committed to offering equal employment opportunities regardless of age, sexual orientation, gender, nationality, ethnic origin, disability, or parental status. We base all our employment decisions on merit, job requirements, and business needs.

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world, and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw are the stepping stones that allow students



to experience this European approach to management. In 2023, ESCP was ranked 3rd in the FT European Business Schools rankings.

Several generations of entrepreneurs and managers were trained in the firm belief that the business world may positively feed society. Each year, ESCP welcomes 9000+ students and 5000 managers from 130 different nationalities. We offer a full range of full-time degree programmes from our generalist BSc in Management, Master in Management (FT-ranked 5th worldwide), and MBA in International Management (FT-ranked 27th worldwide) to a portfolio of over 20 specialist Master-level programmes, including our MSc in Finance (FT-ranked 1st worldwide), and to PhD. We also deliver executive education programmes including the Executive MBA (FT-ranked 5th worldwide), specialist Master-level executive degree programmes, and Executive PhD. All of the programmes include a multi-campus experience.

ESCP contributes to the learning and development of executives and managers at some of the world's leading companies through the development and provision of customized courses.

For more information about the School please visit our website on www.escp.eu