



Title: Content Marketing Manager

Location: Stagecoach Head Office, Woking

Reports to: Head of Marketing

Hours: 37.5hrs per week

Salary: £35-£37.5k

Stagecoach Performing Arts was founded in 1988 and continues to grow as the UK's largest network of extra-curricular performing arts schools for children, with over 50,000 students enrolled in our weekly classes worldwide. Over the years we have seen more than one million students unlock their potential, which is something they will value for their whole life. At Stagecoach we teach our students so much more than how to sing, dance and act.

With 350 franchises and 3,000 teachers worldwide, Stagecoach operates over 2,000 schools and classes and has a presence in eight countries including Canada, Germany, Malta, Spain, Gibraltar, Australia, and South Africa. Notable alumni include Emma Watson, Jamie Bell, Eleanor Tomlinson, Tuppence Middleton, Tom Fletcher, Dani Harmer, Josh Cuthbert, Danny Mac and Charlotte Jaconelli.

Stagecoach is part of the Trafalgar Entertainment family www.trafalgarentertainment.com

Job Purpose Summary

The **Content Marketing Manager** works alongside the Stagecoach Performing Arts Network and Head Office Marketing Team to manage and deliver content marketing campaigns for the brand and our franchise network. This includes managing B2C and B2B content across channels and delivering and producing content to inspire franchisees to deliver growth.

Key Responsibilities & Accountabilities

- **Content Management**
 - Own and manage content across all national websites (including blog, landing pages, policies, and images)
 - Own and manage the B2B website, content (including emails, advertorials/editorials)
 - Create the plan, manage and report on the SEO performance
 - Create and oversee the creation of written and visual content for emails
 - Increase engagement and following on LinkedIn and report on performance
 - Create and manage our monthly content plan
 - Collaborate with other members of the team to plan and research content ideas and campaigns to drive brand awareness and engagement across channels
 - Analyse trends and competitor research to identify opportunities within the digital space
- **Digital Campaign management including:**
 - Performance Management of local accounts for Canada
 - Analysis and reporting of digital performance each term
 - Providing advice at a local level to support our franchisees with any enquiries about their digital account performance
 - Keep abreast of digital changes so that your knowledge remains
- **Communications:**
 - Support with PR campaigns where necessary
 - Sign off B2B PR templates/releases
 - Help with Social content/posting as needed
 - Write national customer emails and keep track of successes as part of the ECRM initiative
- **Administration:**
 - Respond accordingly to emails/telephone calls for the network
 - Raise POs and track Marketing spend for Department
 - Deal with ad hoc projects as and when required
 - Keep online Personnel Feedback System up to date at all times



Knowledge & Skills Required

Essential

- Experience in local, regional and international markets, delivering campaigns through third parties, eg franchise partners, distributors or retailers
- 5-8 years solid marketing experience including a leaning towards digital marketing
- Excellent written and verbal communication skills
- Strong ability to guide the content creation process from ideation through to execution. A natural storyteller with a flair for writing and making basic copy sound appealing
- Editing skills, including the ability to take rough content and shape it into a compelling story or repurpose existing content into new forms or for different audiences.
- Strong understanding of current marketing concepts, strategy and best practices.
- Demonstrable knowledge of digital marketing strategies and implementation techniques.
- Experience working in both B2B and B2C sectors.
- Organised and reliable with excellent attention to detail.
- Comfortable conducting analysis using data.
- Proven experience working successfully with a variety of stakeholders.
- Self-starter who can work under their own initiative and needs minimal oversight to achieve goals.
- Able to prioritise, handle multiple simultaneous tasks and work in a fast-paced environment.
- Must be prepared to travel if required

Desirable

- Qualified member of the CIM, Diploma/ Degree in Marketing, or equivalent
- Knowledge of Google business systems
- Experience in CRM systems
- Marketing Automation software knowledge
- A keen passion for the performing arts industry
- Degree: Marketing, Business, Communications

To submit your application, please submit a CV and cover letter to recruitment@trafalgarentertainment.com with the subject line 'SC Content Marketing Manager' by Friday, October 1st.

Early applications are encouraged as suitable candidates may be invited to attend an interview prior to the closing date.

Stagecoach Performing Arts is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.