



Title: Marketing Manager

Location: Stagecoach Head Office, Woking

Reports to: Head of Marketing

Hours: 37.5hrs per week

Salary: up to £38k

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 **Marketing Manager** works alongside the Stagecoach Performing Arts Network and Head Office Marketing Team to initiate and deliver dynamic International marketing campaigns for acquisition and retention purposes appropriate for the Stagecoach Performing Arts Global network of franchisees and customers.

Key Responsibilities & Accountabilities

- Digital Campaign management including:
 - Performance Management of national accounts (FB/Instagram/GA/Bing, etc).
 - 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
 - Managing Digital Agencies that support our franchise network as preferred suppliers
 - Keep abreast of digital changes so that your knowledge remains
- International Marketing Campaigns
 - Briefing internal design staff and/or agencies
 - Write a plan which supports the best channels for the customer base and budget
 - Working with internal departments to help them market their products
 - Uploading materials to toolkits and/or intranets
 - Distributing relevant creative to preferred suppliers as required
 - Work with the team to feed into the creative content process for all outgoing channels
- Network Support
 - Help provide marketing advice and training
 - Help train new franchisees to the network
 - Set up new franchisees with microsites, social pages and marketing training
 - Help transition Franchisee ownership for marketing aspects
 - Work with other marketing members to manage the UK and International Uniform suppliers relationship, ensuring that franchisee needs are met and that the product range reflects current trends
 - Manage annual 'Free Allocation' for International markets
- 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
- Other Ad hoc projects that may arise from time to time



Knowledge & Skills Required

Essential

- Experience of 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
- Strong understanding of current marketing concepts, strategy and best practice.
- Demonstrable knowledge of digital marketing strategies and implementation techniques.
- Experience working in both B2B and B2C sectors.
- Excellent written and verbal communication skills.
- 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.
- Print management experience.
- 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 Marketing Manager' by Monday, October 4th.

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.