

# Marketing & Business Development Manager

Are you a dynamic, creative, and results-driven marketing professional with a passion for education and the outdoors? Ufton Court, a leading outdoor education charity, is looking for a Marketing and Business Development Specialist to help us expand our reach and impact.

**About Us:** Ufton Court is dedicated to enriching the lives of children through immersive, hands-on learning experiences in history and nature. We empower young learners, particularly those who struggle in traditional classrooms, by providing unique educational opportunities that inspire curiosity and personal growth.

**Role Overview:** As a Marketing and Business Development Specialist, you will play a critical role in promoting Ufton Court's programs, attracting new partnerships and driving revenue growth. This position is ideal for someone who is a generalist, thrives in a fast-paced, mission-driven environment and is eager to make a significant impact on our charity's success.

**Reporting to:** Head of Fundraising

**Salary:** £35-40,000 (pa f/t) depending on experience

**Hours:** will consider f/t or p/t or term time only for the right candidate

**Location:** On site or hybrid. Ufton Court is 10 miles south of Reading.

**Closing date:** 22<sup>nd</sup> July. We will review applications on a rolling basis so may appoint prior to this date should we meet a suitable candidate. So, please apply early.

## What You'll Do

- Develop and implement comprehensive marketing strategies to promote Ufton Court's educational programs and events
- Create engaging content for our website, social media, newsletters and other communication channels
- Identify and cultivate new business opportunities and partnerships to support our mission
- Manage and optimize our online presence, including SEO and social media campaigns
- Collaborate with the Education team to ensure alignment between marketing efforts and program goals
- Track and analyse marketing performance, providing insights and recommendations for continuous improvement

## What We're Looking For

- Proven experience in marketing, business development, or a related field
- Strong understanding of digital marketing tools and techniques, including social media, email marketing, and SEO
- Excellent written and verbal communication skills

- Basic design skills
- Creative thinker with the ability to generate innovative marketing ideas
- Strong project management skills and attention to detail
- Passion for education, history, and the outdoors
- Ability to work independently and as part of a team

#### **What We Offer**

- A supportive and collaborative work environment
- Opportunities for professional development and career growth
- The chance to make a real difference in the lives of children and young people
- A beautiful and inspiring if a little quirky work setting in the heart of nature

**How to Apply:** If you are excited about this opportunity and meet the criteria, we would love to hear from you! Please send your CV and a cover letter explaining why you would be a great fit for this role to [recruitment@ufton.org.uk](mailto:recruitment@ufton.org.uk) by **22nd July 2024**. Ufton particularly encourages applications from minority ethnic groups and underrepresented communities.

Join us at Ufton Court and help us create a brighter future for children through the power of education and the great outdoors.

#### **Apply Now!**

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**Note:** Ufton Court is committed to safeguarding and promoting the welfare of children and young people. All applicants will be required to undergo an enhanced DBS check.

Ufton is a non-smoking site.

## Job description

### Responsibilities

1. Develop and implement a comprehensive marketing strategy to enhance the visibility and reputation of Ufton.
2. Identify and target new markets and business opportunities to support the charity's growth objectives.
3. Develop and implement effective lead generation strategies to identify and engage potential partners.
4. Be an active and supportive member of the Fundraising Team.
5. Oversee the creation and execution of marketing campaigns across various digital channels.

6. Collaborate with internal stakeholders to ensure marketing initiatives align with the organization's objectives and brand values.
7. Conduct market research and competitor analysis to identify trends and opportunities using these insights to inform marketing strategies.
8. Develop and implement a comprehensive brand strategy; introduce and manage our new brand identity ensuring consistent messaging and visual representation across all educational, marketing and fundraising materials.
9. Development of collateral, including presentations, case studies, and sales scripts, to enhance the effectiveness of the sales process.
10. Monitor and analyse marketing metrics and KPIs to measure the effectiveness of campaigns and make data-driven recommendations for improvement.
11. Continuously track and analyse lead generation metrics to evaluate the effectiveness of different strategies and optimize lead conversion rates.
12. Stay up to date with industry trends, emerging technologies, and marketing and lead generation best practices, and apply relevant knowledge to drive innovation within the organization.

## Qualifications and Experience

1. Bachelor's degree in marketing, business administration, or a related field. A master's degree is preferred.
2. Proven experience in a marketing role.
3. Demonstrated success in developing and implementing marketing strategies that have resulted in business growth and increased brand awareness.
4. Ideally have the creative skills to design basic marketing materials in house.
5. Excellent communication and interpersonal skills, with the ability to effectively engage and influence internal and external stakeholders.
6. In-depth knowledge of digital marketing techniques, including social media, content marketing, SEO, email marketing, and analytics.
7. Experience in managing marketing budgets, allocating resources effectively, and delivering projects within agreed timelines.
8. Analytical mindset with the ability to interpret data and insights to drive informed decision-making and continuous improvement.
9. Strong project management skills, including the ability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines.
10. Basic design skills are an advantage as we are a small charity.
11. A passion for education and a genuine commitment to the mission and values of Ufton Court Educational Trust.

*The post holder will also:*

- Contribute to supporting the overall achievement of Ufton's strategy
- Undertake any additional and ad hoc tasks as required
- Actively contribute to team meetings and other activities as required
- Monitor and evaluate activities and provide written reports

- Represent Ufton in a professional manner
- Work within an EDI framework, adhere to all the Charity's policies, procedures and working
- To promote, monitor and maintain health, safety and security in the working environment
- Ensure all records are held in compliance with GDPR, The Fundraising Regulator Code of Practice and Ufton policies.

Please note that the responsibilities listed are not exhaustive and this job description may be subject to change as the role evolves over time.

## About you

We are looking for applicants that are driven to use marketing techniques smartly to drive change for children and young people. You will be someone who is playful in their practice, but serious about the change we seek to make with children and young people. You will be curious, seek excellence in all you do and keen to enhance the work of the charity and facilitate our growth. As an experienced marketer, you will be keen to apply your skills in a new setting as the sole expert – although you have experienced people around you. You will have copious amounts of energy, work at pace, be enthusiastic and engaged every day.

This is a great time to join us to take our work to the next level and create even more impact.

We are based in a glorious rural location but that does mean you'll need access to your own transport. You must have the right to work in the UK and we would love to see you onsite at least three days a week but we are open to discussion for the right candidate. We offer 25 days holiday plus bank holidays: 5% contributory pension and learning and development opportunities. We also provide you with hot drinks, lunch every day and most days our wonderful cook bakes something nice for us too.

Ufton operates a Safer Recruitment policy and is an Equal Opportunity Employer. All offers of employment are subject to a satisfactory completed enhanced DBS (The Disclosure and Barring Service) check and at least three references.