

Ahead Partnership

Marketing Manager - Job Description

About us

Since 2004, Ahead Partnership has partnered with leading employers across the UK to ensure young people can fulfil their potential, regardless of background. We create bespoke careers and skills programmes with employers that help young people to find a successful future in key sectors of the economy.

We are passionate about the role that employers have in nurturing future talent. Our work focuses on improving social mobility, removing barriers and supporting greater diversity and inclusivity within the future workplace.

We lead the way in developing professional, tailored programmes of careers and skills engagement with employers that open up opportunities to young people. Our programmes not only support young people by developing their understanding of careers and building confidence and skills, they also help employers to tackle skills shortages by strengthening the talent pipeline - a win/win outcome for everyone involved.

We are a values-led consultancy without shareholders or investors and reinvest all our surpluses in furthering our mission and maximising our social impact.

About our team

We are a team in every sense and because we all pull together, our working environment is very supportive. Our culture is non-hierarchical and each member of our committed team is individually empowered to be an agent of positive change.

The nature of our work is always changing, and we all thrive on this. There's never a dull day at Ahead Partnership and every member of our team is responsive and flexible, eager to develop new skills, experience and ideas.

Ahead Partnership Values and Culture

We have built a team of committed and passionate individuals who live our values and culture:

- **Change:** We inspire change and embrace challenges in the way we develop and deliver our ideas. We learn from experience and foster an environment where new ideas are celebrated and encouraged.
- **Passion:** We are passionate and positive about all our work. We take pride in what we do, responsibility for what we achieve and are always proactive in our approach.
- **Individuality:** We recognise individual strengths and support everyone we work with. We celebrate differences and show kindness in all situations.
- **Partnership:** We succeed as one team. We are collaborative and respectful to create a culture of trust, where sharing and learning is easy and people can thrive.

About the job role

We are looking for a results-driven Marketing Manager to plan, deliver and optimise integrated marketing campaigns that drive brand awareness, engagement and pipeline growth. This role will own campaign execution end-to-end, from content creation through to performance analysis. You will make full use of HubSpot, our website, social media channels, PR and our thought leadership activities.

Our ideal candidate is both creative and analytical: someone who enjoys crafting compelling content, running multi-channel campaigns and using data to continuously improve results.

Our ideal candidate will have experience in a B2B context, be proactive and entrepreneurial. Importantly, they will champion our vision of a society where a young person's potential isn't limited by their background.

The key responsibilities of the role will include:

Integrated Campaign Management

- Plan and deliver integrated marketing campaigns aligned to commercial and brand objectives.
- Coordinate activity across HubSpot, the website, social media platforms and PR.
- Conceive and execute effective, targeted event management including securing representation for Ahead Partnership at key sector conferences and events.
- Manage campaign timelines, messaging and workflows to ensure consistent execution.

Content Creation

- Draft and edit high-quality marketing content including blogs, landing pages, emails, social posts and campaign assets.
- Develop thought leadership content such as articles, whitepapers and case studies.
- Ensure all content is on-brand, audience focused and aligned with our growth strategy.

Marketing Automation and HubSpot

- Build and manage campaigns using HubSpot, including email marketing, workflows, forms and landing pages.
- Work with the wider team to maintain clean data and contact lists to support targeted campaign delivery.
- Collaborate with the growth team to support lead nurturing and handover processes.

Brand, Website, Social Media and PR

- Work with internal teams to publish website and social media content, owning the marketing content calendar.
- Use social media platforms to amplify our campaigns and upskill our team to effectively use social media.
- Work in partnership with our external PR agency.
- Brand guardianship and development of our brand guidelines and communications guidance for our team.

Reputation

- Actively network to promote the work we do and build our reputation among key forums in our priority sectors.
- Horizon scan and position our work at key conferences and events aligned to key sectors, identifying speaking opportunities for our leadership team.

Data, Measurement and Reporting

- High levels of data analysis and management to support reporting requirements in line with data regulations.
- Implementation of tools and resources to monitor ROI of marketing.

Programme Communications

- Support clients who have marketing requirements, e.g. managing press at our activities or drafting written content.
- Sign off external communications and act as a liaison point for all partners wishing to publish communications about their work with Ahead Partnership.

Housekeeping

- Working hours – a standard full-time week is 37.5 hours.
- The role is based in Leeds, however, there could be travel across the UK. This could include overnight stays as required (with reasonable notice provided). Unsociable hours may be required.
- There is a requirement to be in the office a minimum of 2-3 days per week. Beyond this, flexible working and other arrangements are happily considered.
- As we work with young people, all staff are required to undertake a Criminal Record Bureau/DBS check upon joining, and the checks are repeated throughout your employment.

Skills, Experience and Attributes

Essential

- Proven experience (3 years+) of planning, executing and evaluating integrated marketing campaigns across multiple channels.
- Experience of working with clients, demonstrating your ability to understand a client's needs and how to provide excellent client service through marketing activity.
- Direct experience of running campaigns through CRM platforms (we use HubSpot and Dynamics).
- Strong data analysis skills, including campaign performance tracking and reporting.
- An ability to adapt communications to work with a variety of audiences including clients, stakeholders, schools and young people.
- Excellent written and verbal communication skills.

Desirable

- Experience supporting lead generation, nurturing and pipeline growth.
- Experience in B2B Marketing.
- Understanding of long sales cycles and complex buyer journeys.
- Experience managing budgets with external suppliers.

If you are interested in this role but don't meet every requirement, don't let that put you off. We're interested in potential, attitude and willingness to learn just as much as experience.

Our vision is a society where a young person's potential isn't limited by their background. That means we recognise the importance of our team reflecting the communities we serve, so we welcome and encourage candidates from all backgrounds for this role.

Application Process

If you are interested in applying for this role, please submit a CV and covering letter (1-2 pages max) to recruitment@aheadpartnership.org.uk. If your application is put through to the next stage, you will be invited to an in-person interview where you will be set an assessment that will be shared with you in advance of your interview.

If you have any questions about the role, please email Andy Clarke, Partnerships Director, at andy.clarke@aheadpartnership.org.uk.

By sending in your application, you confirm that you have read and accepted our [Applicant Privacy Policy](#).