

Job Description: Marketing & Communications Manager

Reports to: Head of Marketing

Location: Currently operating hybrid working in our West London Office

Contract: Permanent

Pattern: Full Time (standard hours 09:00am – 5:30pm)

Salary: £38,000 to £40,000 (depending on experience)

At Ark Curriculum Plus, we believe every child deserves a great education, and we work with schools across the country to make that happen. As a not-for-profit organisation, we design and share high-quality curriculum programmes that help teachers focus on what matters most: their pupils' progress.

About the role:

The Marketing and Communications Manager will play a key role in planning and delivering campaigns and content that showcase AC+ programmes, build brand awareness and support lead generation and customer retention. The role will also manage communications within programmes to keep schools informed, engaged and supported. Working across digital channels and with colleagues and partners, the postholder will ensure marketing activity is impactful and aligned with organisational goals.

Key Responsibilities:

Content & campaigns

- Plan and deliver multi-channel campaigns (email, social media, website, events) to increase awareness, generate demand, and support customer retention.
- Produce engaging marketing content, including brochures, programme previews, blogs, case studies, and digital assets.
- Build and send customer communications using third-party email platforms, ensuring campaigns are well-designed, accurate, and optimised for engagement.
- Develop and deliver in-programme communications (e.g. updates, resources, event invitations) to ensure schools using AC+ programmes feel supported, informed, and engaged throughout their journey.
- Manage external agencies and freelancers (e.g. designers, media partners) where needed to support campaign delivery.

Digital presence & social media

- Manage AC+ social activity, building reach and engagement through creative content and timely responses.
- Support the development of digital campaigns, ensuring activity is aligned with broader marketing goals.
- May be asked to support with website content and campaign assets for SEO, ensuring all digital touchpoints are discoverable, accessible, and aligned with relevant search intent to drive organic traffic and increase visibility for AC+ programmes.
- Work with external platforms and media partners to extend campaign reach.

Market insight & performance

- Carry out competitor analysis to inform positioning and identify opportunities.
- Track, measure, and report on campaign performance, providing insights and recommendations to improve effectiveness.
- Use Salesforce CRM and third-party email platforms to plan, execute, and evaluate marketing campaigns, ensuring activity is measurable and supports organisational objectives.

Collaboration & alignment

- Work with the Partnerships team to ensure marketing activity supports customer needs and sales priorities.
- Collaborate with Programme Design and Delivery teams to communicate the benefits and impact of our programmes effectively.
- Act as a trusted point of contact across the organisation for marketing expertise and external supplier management.

Other responsibilities

- Support with website updates, recruitment webinar promotion, and additional duties that support the wider marketing and communications function, as required, in line with organisational priorities.
- Contribute to wider projects such as the annual conference and renewals.
- Demonstrate Ark group values of bravery, high standards, kindness, and continuous learning.
- Support with financial administration tasks, including raising purchase orders, processing invoices, and tracking campaign budgets to ensure accurate and timely financial management.

Person Specification: Marketing & Communications Manager

Knowledge & Skills:

- Proven experience in marketing and communications, with a balance of strategy and hands-on delivery.
- Experience developing and running campaigns that generate engagement and support sales pipelines.
- Strong content creation skills across digital and offline formats.
- Experience managing social media accounts and campaigns.
- Confident using third-party email marketing platforms (e.g. Campaign Monitor, Campus) to deliver campaigns.
- Experience working with external agencies and suppliers to deliver marketing activity.
- Experience in the education sector.
- Familiarity with design tools (e.g. Canva, Adobe Creative Suite).
- Experience optimising website content for SEO.
- Some awareness of CRM systems (ideally Salesforce)
- Experience contributing to customer retention marketing.

Personal Qualities:

- Strong stakeholder management and collaboration skills.
- Analytical mindset with the ability to evaluate performance and make recommendations.

Other:

- Right to work in the UK
- Commitment to equality of opportunity and the safeguarding and welfare of all students
- Willingness to undertake training
- This post is subject to an enhanced DBS check

Ark is committed to safeguarding and promoting the welfare of children and young people in its academies. In order to meet this responsibility, its academies follow a rigorous selection process to discourage and screen out unsuitable applicants.

Ark requires all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment - this will depend upon the nature of the offence(s) and when they occurred. To read more about Ark's safer recruitment process, please click this [link](#).

We aim to build a diverse and inclusive organisation where everyone – staff and students – can do their best work and achieve their full potential. We want to reflect and represent diverse perspectives across our organisation because we know that doing so will make us stronger and more effective. To know more about Ark's diversity and inclusion commitments, please click on this [link](#).