



## Senior B2B Marketing Manager Job Pack November 2024

Do you want a role that inspires, delights, and enables you to flourish? Artis is looking for a Marketing Manager to focus on our new online video proposition that will nurture children's creativity everywhere.

You'll play a lead role in introducing and scaling our subscription-based video platform for primary schools. You will create, execute, and optimise marketing strategies that deliver measurable business results and value while knowing that your work is making a difference to the futures of children across the UK.

If you are interested and have any questions, would like the application documents in a different format, or would like any support with the process, please email [dingdong@artisfoundation.org.uk](mailto:dingdong@artisfoundation.org.uk) or call 0207 324 9880.





## Contents page

About Artis .....	Page 3
About the role .....	Page 4
Job description .....	Page 5
Person specification .....	Page 6
Benefits .....	Page 6
Terms & conditions .....	Page 7
How to apply .....	Page 7



## About Artis

**We are the creative learning specialists.**

Our mission is to nurture creativity in every child, everywhere, and shape a thriving society.

**“Artis holds the power to reflect, to motivate and to bring us to our highest possible selves. Without the arts we are but two dimensions”**

Kwame Kwei-Armah (Wow), Artis Ambassador

Artis is a creative learning charity that enables children to sing, act, and dance their curriculum. This experiential way of learning ensures sparks fly in the right direction! With 4.3 million children in the UK growing up in poverty, impacting their mental health and school attendance, Artis has a profound effect on children’s wellbeing by prioritising the arts throughout learning while supporting vital communication skills.

Artis was established in 2004 as a social business to pioneer creative learning in schools and tackle social deprivation, converting to a registered charity in 2017. We bring the expertise of performing artists into the classroom working with primary-aged children to enhance their ability to learn, challenge and explore through curriculum-based cross-artform practice. We work in-person with primary schools in the top 20% of the most deprived areas in England and we recruit and develop performing artists to work closely with them and deliver focused learning based on the needs of individual schools. This ranges from lack of engagement to poor literacy or maths skills. Within this framework we also support teachers to develop new management strategies and embed creative learning in their schools.

Our in-person programme has amazingly positive feedback from primary schools but is currently constrained to around 50 schools. The geographic availability of specialists and shrinking school budgets are significant challenges when it comes to expanding our in-person model. To overcome these restrictions to growth, we will complement our in-person offer by amplifying our unique style of creative learning with a broadcast quality, video on-demand streaming service for primary schools across the UK.

**Everyone at Artis chooses an onomatopoeic name that best describes them. What would your Artis name be?**



## About the role

The Senior Marketing Manager will work with the Chief Executive, Director and Project Manager to drive the growth and visibility of Artis' online platform. As the voice of marketing and brand ambassador, you will be responsible for developing marketing strategies and creating high-performing content, as well as copywriting for campaigns that translate across a variety of channels. There will also be an opportunity to work alongside Edelman as their charity partner and [Brandpie](#).

## Who are we looking for?

We're looking for someone who:

- Has experience in creating successful B2B marketing as a generalist, spanning product and demand generation (3+ years).
- Brings excellent presentation, written and verbal communication skills.
- Keeps up to date within the sector, preferably with an interest in arts and education.
- Has a strong attention to detail and excellent time management.
- Wants to learn and have fun at work, with the ability to voice an opinion as we love ideas!
- Can confidently and effectively work remotely but also be a team player, key in our small team.
- Is flexible and solutions-focused, with an adaptable approach to their work and a positive, open approach to collaborating with and supporting others.

## Senior B2B Marketing Manager Job Description

### Key Accountabilities:

#### Brand development:

- Be the voice of marketing and Artis' brand ambassador.
- Build and manage a community of influencers and brand advocates.
- Develop a product and lead generation marketing playbook across content, channels and events.
- Copywrite campaigns that translate across all marketing channels.
- Create high performing converting landing pages.
- Detail checking and proofreading of marketing and campaign materials.
- Write and review marketing assets that appeal to a variety of different segmented audiences and personas.
- Manage all Artis social media including Instagram, Facebook and LinkedIn, as well as news posts on websites, and monitor communications throughout platforms.
- Analyse impact and react through tools such as Meta
- Create and implement paid advertising strategies.

#### Partnership management and performance optimisation:

- Brief third party suppliers, requiring budget and project management.
- Develop and maintain new and existing partnerships.
- Create customer surveys developing a deeper understanding of our users, such as teachers and headteachers, and identify new areas of opportunity.
- Provide complete analysis and reporting on business metrics, such as Google Analytics, Active Campaign and WordPress CRM.
- Build workflows and update templates to automate communications.
- Channel optimisation from AB testing to improving conversion metrics.

#### General responsibilities:

- Stay informed on issues affecting the edtech, arts, education and charity sectors.
- Be an exemplary ambassador for Artis, promoting positive relations with partners.
- Have a clear understanding of GDPR and the Data Protection Act and their implications for partnership management.
- Undertake general administrative duties as required.

## Person Specification

### Essential

- 3+ years' experience developing and executing successful B2B marketing strategies.
- Content creation and copywriting including social media and news posts.
- KPI driven and commercially aware.
- Excellent presentation, written, and verbal communication skills, with an eye for quality and attention to detail.
- A natural, positive problem-solver with a can-do attitude.
- Creative with a curious mind to learn more, with evidence of self-learning.
- Ability to effectively communicate both internally and externally.
- A well-organised multi-tasker who can hit deadlines.
- Brand savvy and a digital native with excellent IT skills.
- Video editing skills.
- Good written and IT skills.

### Desirable

- SaaS or subscription marketing experience.
- Experience handling budgets, no matter how big or small.
- Marketing automation experience.
- Marketing background within the arts education and/or primary school sector.
- Interest in edtech, arts or education sector.

### Benefits

- **Flexible working:** Enjoy the flexibility of a mix of remote and in-person working.
- **Health care:** Access to Medicash health care benefits.
- **Team Building:** Participate in regular team socials throughout the year.
- **Leave:** 20 days annual leave plus an additional day per year of employment, plus bank holidays, and a mental health day.
- **Wellbeing:** Benefit from strong wellbeing policies, including a variety of wellbeing initiatives throughout the year.
- **Pension Scheme:** Enrolment in a contributory pension scheme.
- **Training:** Participation in all Artis training and development for performing artists, mentors and management.



## Terms & conditions

Salary:	Between £32,500 - £37,500 (depending on experience)
Contract:	Full time, fixed one-year contract with possibility of extension
Work pattern:	37.5 hours, Monday - Friday plus occasional overnight stays, weekend and evening work as required. We operate a TOIL (time off in lieu) system.
Location:	Remote working with regular travel for team meetings. Head office based in London and candidate must be within easy reach of central office.

## How to apply

To apply, please send a copy of your current CV along with a covering letter (2 sides of A4 maximum) outlining your suitability and motivation for applying for this role to [dingdong@artisfoundation.org.uk](mailto:dingdong@artisfoundation.org.uk)

Deadline for applications: 12pm Friday 6<sup>th</sup> December

We will be holding interviews for selected applicants on Friday 13<sup>th</sup> December.

If you have any questions or would like an informal conversation about the role, please email [dingdong@artisfoundation.org.uk](mailto:dingdong@artisfoundation.org.uk)

As an Equal Opportunities Employer, Artis welcomes applications from all sectors of the community, regardless of gender, age, race, sexuality or disability and makes appointments based solely on the applicant's ability to fulfil the duties of the post.

Candidates who are shortlisted for an interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.