



The
Workforce
Development
Trust

Learning Marketing Manager

Job description

Job Title	Learning Marketing Manager
Department	Marketing
Reports to	Head of Marketing
Location	Bristol office, with hybrid working
Pay scale	£40,000- £44,000 per annum
Contract type	Permanent, Full time
Hours	37.5 per week

The Workforce Development Trust

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our four brands; Skills for Health, Skills for Justice, SFJ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

Job summary

The Learning Marketing Manager will be responsible for developing and executing marketing strategies to promote our eLearning and training products to new and existing markets. With a requirement to work alongside colleagues in product and business development, the Learning Marketing Manager will help shape the development of our products and services. This role involves creating and executing marketing strategies tailored to customer needs to drive growth. The ideal candidate will have experience in product marketing, eCommerce, content creation, and a passion for lead generation.

This role requires a creative and analytical mindset, excellent communication skills, and a passion for education and technology.

Key responsibilities

- Support the achievement of revenue growth targets through designing, developing, and executing marketing strategies consistent with the Learning Division, and the wider Workforce Development Trust Group objectives.

- Develop and execute marketing strategies to promote learning products and services in new and existing markets.
- Translate complex products and services into compelling narratives that resonate with our audience.
- Collaborate with the Product Manager, Business Development team and eCommerce Manager to create and deliver marketing strategies aligned to business objectives and financial targets.
- Lead product/service launches from inception to execution, including conducting market research and appraisals, creating go to market plans, writing copy, and developing visual assets in line with brand guidelines.
- Define, develop, and execute product marketing strategies and plans for new and existing customers.
- Monitor and report on the performance of marketing campaigns, using data to make informed decisions and adjustments.
- Prepare quarterly reports on marketing activities, campaign performance, and market trends to share with senior management and stakeholders.
- Work with internal teams and key opinion leaders to create case studies and thought leadership articles.
- Proactively engage with key external stakeholders, partners, subject matter experts and networking groups to support business development and share knowledge, expertise, and solutions.
- Support buyer journeys through online channels, working closely with the Digital Marketers and eCommerce Manager.
- Promote products through online channels, using SEO tactics, content strategy and paid advertising to achieve lead generation and nurturing.
- Work with the Business Development team to support offline marketing including creating materials to support outreach activities, including via affiliates and partners.
- Ensure service delivery teams are kept up to date with market trends and have the necessary tools to support the promotion of their expertise in the sector.

Person specification

Criteria	Essential	Desirable
Education and qualifications		
Further education (Bachelor's degree or similar) in Marketing, Business, or a related field.		X
Professional qualification in Marketing e.g. CIM, DMA		X
Evidence of continued professional development	X	
Knowledge		

Planning and implementation of product marketing strategies aligned to business objectives.	X	
Strong understanding of digital marketing channels and strategies, including content strategy, SEO, paid advertising.	X	
Experienced in conducting market research to inform the creation of strategies and plans.	X	
Understanding of monitoring, measuring, and reporting on marketing activities	X	
Understanding of on and offline marketing channels.	X	
Experiences		
Experience with ecommerce platforms and tools.	X	
Proven experience in product marketing, preferably in the learning / education / training sector.	X	
Demonstrable experience of multi-channel B2B marketing.	X	
Experience in lead generation and customer nurturing programmes.	X	
Previous experience managing more than one brand serving different sectors.	X	
Experience in bringing new products to market.	X	
Experience in creating value propositions, key messaging and campaign communications.	X	
Demonstrable evidence of achieving set targets and objectives.	X	
Experience in copywriting including blogs, articles, and case studies.	X	
Experience dealing with affiliate and partner networks		X
Skills and abilities		
Excellent analytical and problem-solving skills.	X	
Strong written and verbal communication skills.	X	
Managing multiple projects and tasks simultaneously.	X	
Effective time management.	X	
Flexible and able to manage changing priorities.	X	
Driven to achieve objectives and demonstrate results.	X	
Exceptional attention to detail.	X	
Other		
Ability to work independently and as part of a team.	X	

Creative thinker with a passion for innovation and continuous improvement.	X	
Ability to manage multiple projects and stakeholders efficiently.	X	
Good commercial awareness	X	
Willingness to travel, including overnight stays	X	
Ability to work outside normal hours when necessary	X	

Job Description Completion

Name	Bryony Nixon
Job title	Head of Marketing
Department	Marketing
Date	12 March 2025

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behavior is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.

- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust

may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



**The
Workforce
Development
Trust**

Vertigo,
Cheese Lane,
Bristol, BS2 0JJ
Tel: 020 3074 1222

Skills for
Health

Skills for
Justice


SFJ
Awards

People **1st**
International