

# tuté

## MARKETING MANAGER

Explore the role, discover our vision, and learn what Tute has to offer. Your journey begins here!

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Let us know you're interested!

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# WELCOME

WE ARE DELIGHTED THAT YOU ARE CONSIDERING A CAREER AT TUTE!

Dear candidate

Thank you for your interest in this role and in joining the Tute team. Many job adverts claim that 'it's an exciting time to join' but this is 100% the reality at Tute, and as the director leading the partnerships team (marketing, partner engagement and partner success) I am very excited about our future and the opportunities we have. Everyone in the business shares the Tute vision. It's this shared goal, alongside a robust business plan, that is driving our exceptional growth - we're on track for a 40% increase in revenue this academic year and a further 30% the following year.

To support this growth, we are expanding our marketing team to enable us to focus on generating new business, widening the reach of both our brand and our solutions, and improving our engagement with our existing partners/customers. We're looking for someone to focus on the benefits of our curriculums, our teaching approach and our quality, with engaging and segmented campaigns to generate new business and to support the partner success team's objectives to enrol more students and widen the use of our different curriculums within our existing loyal partner base. You'll need to be a collaborative team member, happy working closely with others whilst also having the skills and confidence to work independently and efficiently. The marketing team, and the wider partnerships team, are a committed and fun team and we welcome customer-focused ideas and value insights and data-driven recommendations to make everything we do as impactful and effective as possible. Your experience of product marketing, ideally within the education sector, will bring new ideas and insights to the team and you will be confident with utilising different channels to reach our target audiences.

This pack should give you a good idea of what we and the role are all about. If you like what you read and think you have the experience, energy and drive we need we'd be very pleased to hear from you. For further information, please contact Carol Skitt, Head of People, Culture, and Social Responsibility on 07787444178 or at [carol.skitt@tute.com](mailto:carol.skitt@tute.com). We look forward to hearing from you!

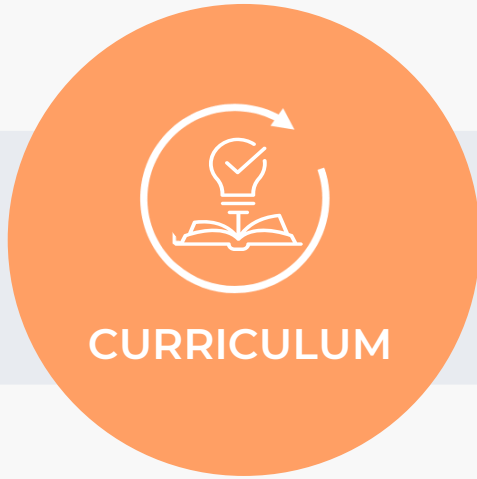
**Victoria Goodall**

Sales and Marketing Director



# OUR VISION

DRIVING SUCCESS THROUGH SHARED ASPIRATIONS



Enable all students to **engage** and **achieve** in a high-quality, rich, and **inclusive** curriculum.



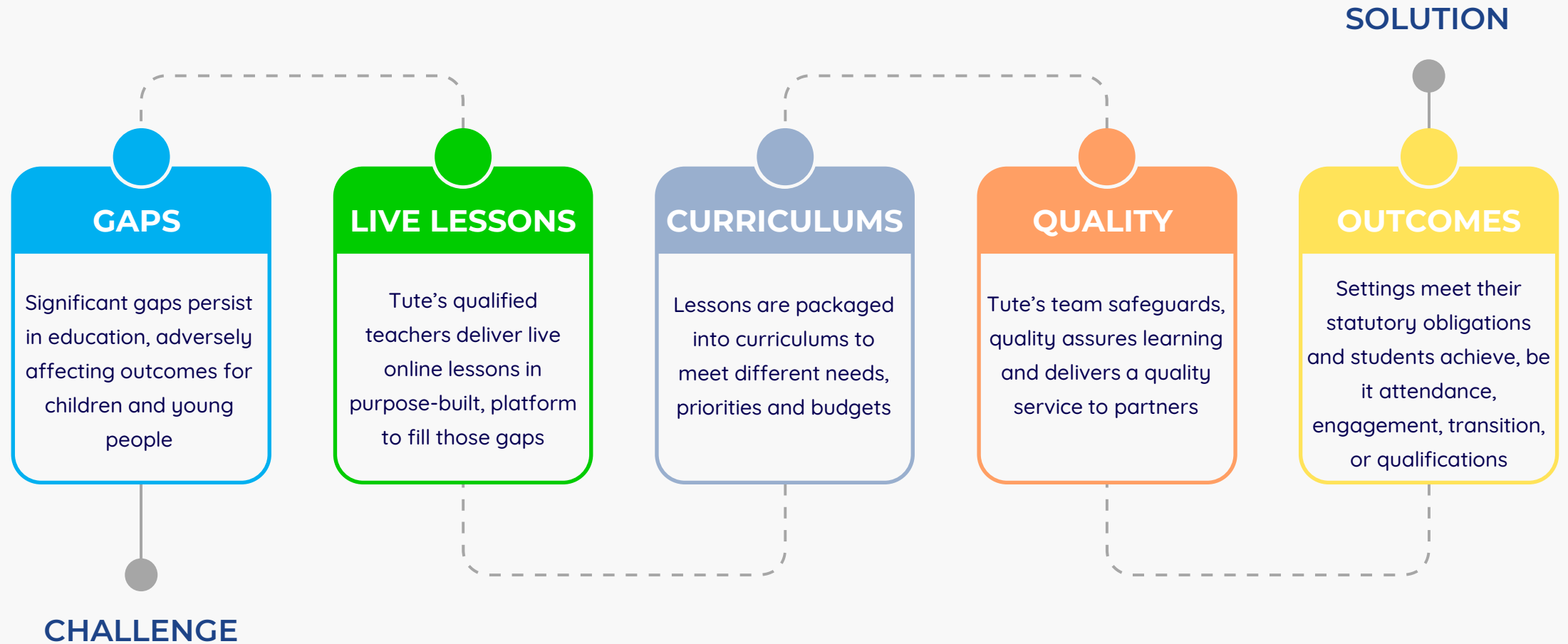
Become the first-choice online **teaching partner** to schools, LAs, and non-mainstream settings



Create a world where online learning enables **any child**, anywhere, to **achieve** their **potential**

# WHAT WE DO

IT'S SIMPLE!



# KPIs

WHERE WE ARE, WHERE WE NEED TO GET TO

2022 - 2023

+56%

140 52 employed

4,778

253 130 new

40,918

REVENUE

TEAM

STUDENTS

PARTNERS

LESSONS

+40%

178 70 employed

5,000

295 130 new

53,933

2023 - 2024

# THE ROLE

## JOB PURPOSE

Tute's Education marketing manager (product) will play a pivotal role in shaping and executing the marketing strategy that promotes our educational curriculums (our product) to schools, local authorities, and educational bodies. Your efforts will focus on meeting ambitious growth targets through the acquisition of new business leads and enhancing relationships with existing partners by cross-selling and upselling our curriculum offerings.

In this dynamic role, you will harness your expertise in product marketing to deliver targeted, focused, and creative marketing activities that spotlight the quality, impact, and efficacy of Tute Education's curriculums and provision. By bringing our mission and team to life through your campaigns, you will illustrate the tangible benefits of our educational solutions, driving both engagement and revenue. Your responsibilities will include the proactive planning and execution of marketing campaigns across all relevant channels. You will meticulously report on results and provide insights that continually refine our approach to the market. The campaigns you design will centre on enhancing the visibility and attractiveness of Tute Education's curricula, aligning closely with our organisational goals and educational standards.

Working in collaboration with the wider partnerships and teaching and learning teams, you will drive initiatives that support the sales and partner success teams, particularly by creating compelling sales enablement materials that facilitate the effective promotion of our products. Your ability to collaborate effectively across teams will be critical in aligning marketing activities with company-wide objectives and fostering a cohesive approach to market expansion. Supported by Tute's SLT, you will identify and achieve key objectives in our business development plan (BDP) and will prepare comprehensive reports, providing regular updates to your team and wider leadership.

The ideal candidate for this role will be adept at multi-channel marketing planning and execution and ready to advance their career in a role that blends creative marketing with strategic product promotion. You should possess a keen understanding of the details that highlight a product's uniqueness and utility, matched with a proven ability to craft marketing strategies that resonate with an educational audience.

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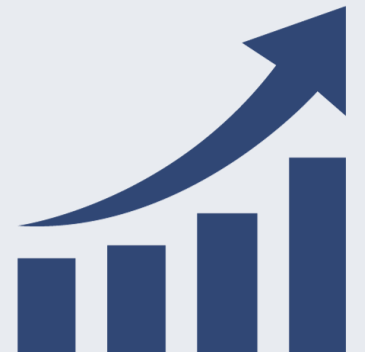


# THE ROLE

## JOB PURPOSE

To succeed as the marketing manager (product), you will need to balance creativity with analytical thinking, ensuring that all marketing activities are both innovative and results-oriented. Previous experience in the UK education market and a specialism in B2B digital marketing will be highly advantageous. We are looking for someone proactive, organised, and capable of thriving through challenges and opportunities as part of a dedicated team. Your contributions will not only reflect Tute Education's ethos but also actively propel us towards our ambitious growth targets.

At Tute Education, you will find a fantastic place to work, surrounded by great people who are genuinely supportive and collaborative. Here, everyone's voice is heard and respected, contributing to a collective vision that drives our success. Joining our team means becoming part of a community that values each member's input and works together to make a real difference in education.



# THE ROLE

KEY RESPONSIBILITIES

## Marketing strategy

Input into and refine the overarching marketing strategy in alignment with Tute Education's business growth objectives and educational mission

Plan and execute comprehensive campaigns, across on and offline channels, tailoring content for each channel to maximise lead generation and engagement with potential partners, specifically local authorities and schools

Create and deliver impactful product campaigns to support cross and upsell of our solutions to existing partners

## Content development

Commission and craft compelling content tailored for attracting new business opportunities, including videos, case studies, infographics, and interactive web content

Create targeted sales enablement materials specifically designed to enhance the cross-selling and upselling of our curriculums to existing partners, ensuring these resources effectively demonstrate the value and impact of our educational offerings

Develop and leverage impact and efficacy studies to showcase the effectiveness and quality of our service, translating complex educational outcomes into compelling marketing narratives that resonate with both new and existing partners

## Analytics and insight

Utilise advanced tools like GA4 to analyse the effectiveness of marketing campaigns, providing detailed reports on key metrics and performance outcomes

Continuously monitor industry trends and consumer behaviour to inform and adapt marketing strategies, ensuring Tute Education remains ahead of educational marketing developments

Use the CRM effectively for meaningful segmentation and insight



# THE ROLE

KEY RESPONSIBILITIES

## Collaboration and teamwork

Foster a collaborative culture within the marketing team and across departments, sharing knowledge and resources to improve efficiency and cohesiveness

Collaborate closely with the IT department to leverage technological advancements for enhancing marketing tools, infrastructure, and insights

Ensure marketing efforts are integrally aligned with the company's strategic goals, contributing to a unified approach to business growth and partner engagement

## Performance metrics and market awareness

Consistently meet and exceed specific key performance indicators (KPIs) and marketing objectives, driving forward the brand's success and market penetration

Leverage data-driven insights to continuously refine marketing tactics and identify emerging opportunities within the education sector

Develop a deep understanding of different partner segments, tailoring marketing approaches to address their specific needs and challenges effectively

## Professional growth and company contribution

Actively contribute to the company's overarching success by adopting innovative and flexible marketing approaches, demonstrating creativity and adaptability in problem-solving

Champion and reinforce Tute Education's ethos throughout all marketing activities, cultivating an environment of collaboration and positivity

Commit to ongoing personal and professional development, staying abreast of the latest marketing techniques and industry best practices to enhance role effectiveness





# THE ROLE

## ESSENTIAL PERSON CRITERIA

- ✓ Knowledge, understanding and commitment to safeguarding and promoting the welfare of students
- ✓ Motivated to make a difference to the lives of children and young people
- ✓ Proficiency in using Microsoft tools, Teams, Excel, Word and PowerPoint
- ✓ Experience of planning and executing successful marketing campaigns
- ✓ Demonstrable understanding of B2B activity
- ✓ Track record of achieving targets and driving positive outcomes
- ✓ Experience of multi-channel marketing campaigns (including data segmentation and tailored messaging)
- ✓ Experience of digital marketing and usage of the associated tools required
- ✓ Prioritise and manage time appropriately, able to work under pressure and meet deadlines
- ✓ Experience of CMS/websites and understanding of best practice (WordPress particularly useful)
- ✓ Evidence of excellent planning and record keeping with good administrative skills
- ✓ Positive can-do attitude, optimistic when overcoming challenges, adversity and changes
- ✓ Highly committed and driven, with a desire to achieve
- ✓ Powerful written and verbal communication skills
- ✓ Excellent record of attendance and punctuality
- ✓ Easy to work with!

# THE ROLE

## DESIRABLE PERSON CRITERIA

-  Proficiency in using Microsoft tools such as Power BI, Dynamics
-  Experience of working in EdTech or the education marketplace
-  Marketing Qualification
-  Ability to communicate in Welsh

# OUR OFFER

A REAL OPPORTUNITY

We provide a friendly, stimulating environment in which our team is encouraged to grow and thrive. We work collaboratively, get stuck in, and value everyone's input. We operate a hybrid working model where staff work from the Wrexham office 5 days a month, 1 day when we're all together. We will not insist on this pattern for the right candidate who does not live close by.

Wellbeing matters to us - it is key to a productive team and we understand the importance of a work-life balance. We always go above and beyond for our loyal employees and we promise to look after you.

Tute is committed to safeguarding and promoting the welfare of children and young people and expects all staff and contractors to share this commitment. We adhere to the statutory safer recruitment procedures issued by the DfE.

Working with Tute is exempt from the Rehabilitation of Offenders Act 1974 and therefore subject to possession of an enhanced certificate of disclosure issued by the Disclosure and Barring Service (DBS) and barred list check.

Tute promotes policies of equal opportunity for both staff and students. We want all our team to feel confident in bringing their passion, creativity, and individuality to work. We believe that diversity drives innovation and value all cultures, backgrounds, and experiences. Be yourself, enjoy your working day, and make a difference!

£33,883-39,390

35 hours per week

08:30-16:30

25 days' holiday, plus 8 bank holidays

Flexible working

Hybrid working - 5 office days a month

Laptop and other required equipment

Continued professional development

Employee assistance programme

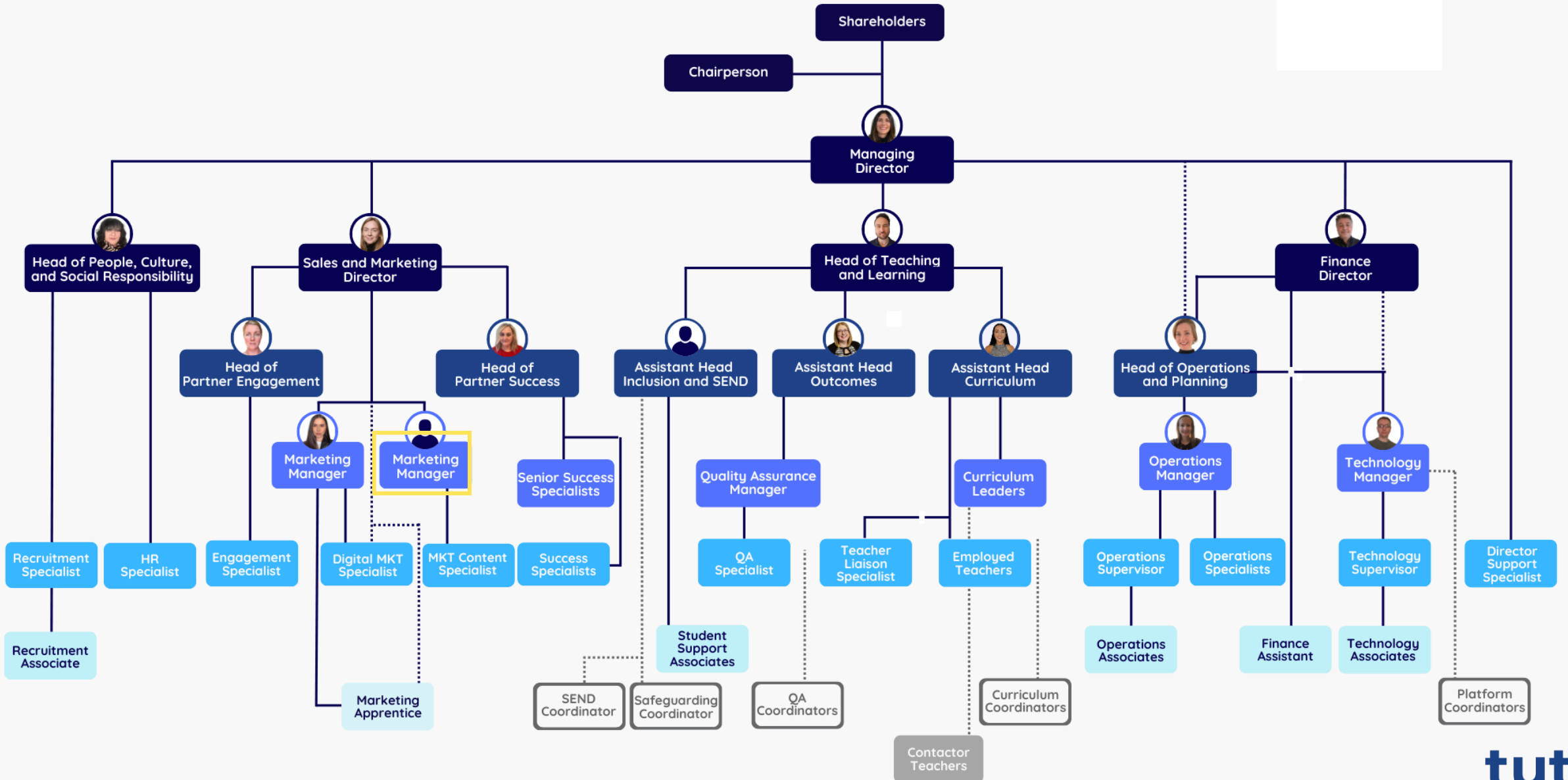
Pension contribution

Private health care

Amazing colleagues!

# TEAM TUTE

WE DON'T LIKE HIERARCHY BUT THIS IS HOW OUR TEAM LOOKS



# TEAM INSIGHTS

WHAT OUR AMAZING TEAM THINKS OF WORKING WITH TUTE



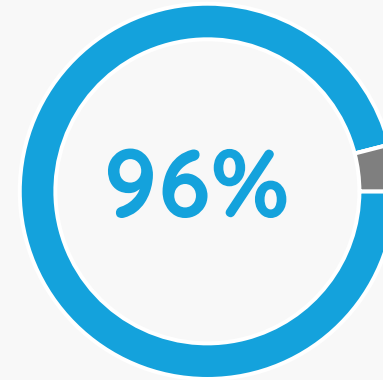
Are satisfied working at Tute



Have confidence in SLT



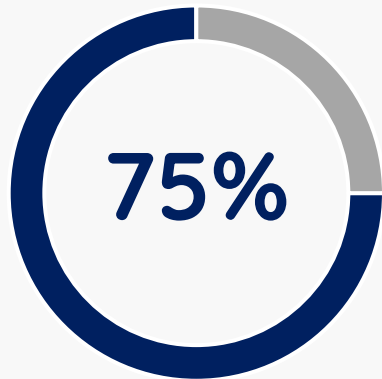
Feel respected as an employee



See Tute in future career plans



Would recommend Tute to a friend



Say Tute compares better to other employers

25% say Tute is about the same

4.83



Average rating of Tute as an employer





# TEAM INSIGHTS

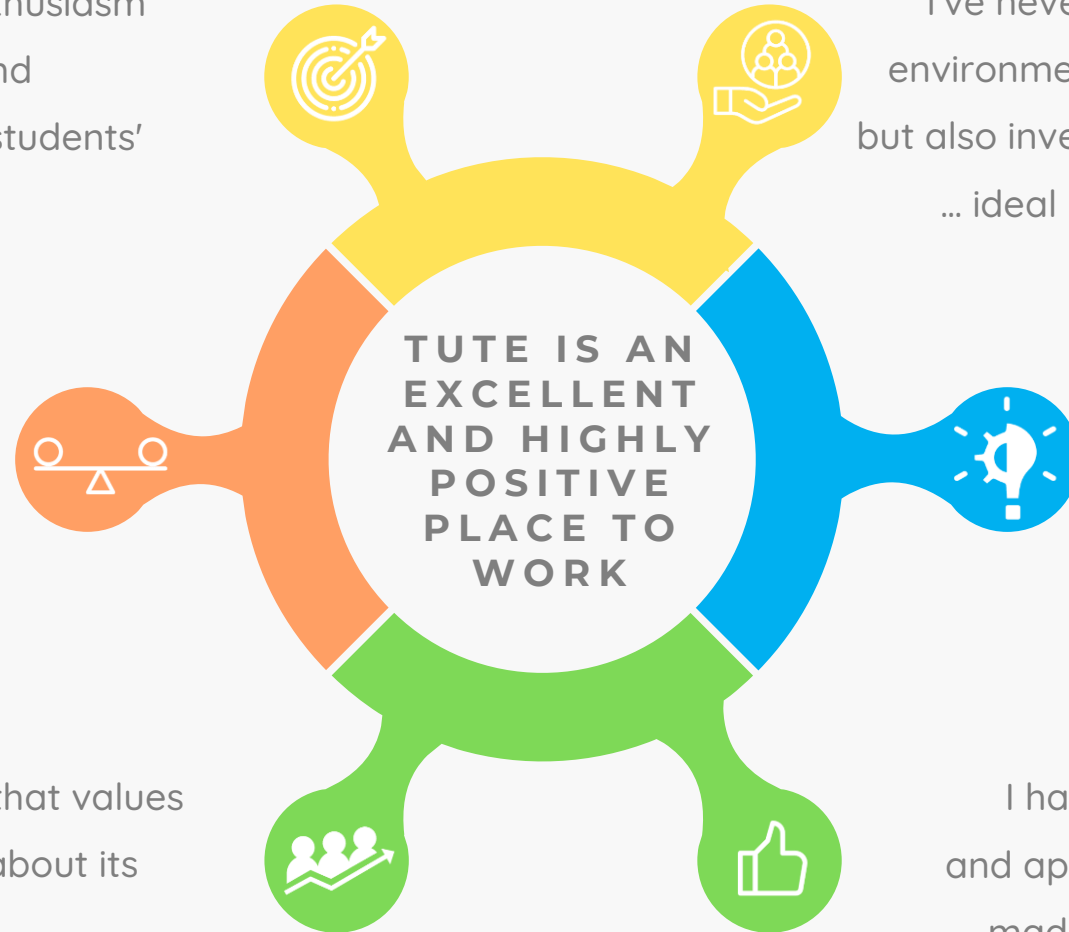
PEOPLE LIKE WORKING HERE



Working for Tute has reignited my enthusiasm for teaching. I now have the energy and motivation to make a real impact on students' lives, and that's incredibly rewarding.

The flexibility is a game-changer. I can balance family life while pursuing my passion. It's the perfect blend of work and life.

It's refreshing to work for a company that values transparency and keeps us informed about its priorities and growth strategies.



I've never experienced such a supportive work environment. Tute not only values its employees but also invests in their professional development, ... ideal place for personal and career growth.

The company has a genuine vision. This vision/sense of mission is not empty rhetoric, it is lived by everyone in the company.

I have felt supported throughout the year and appreciate how welcome everybody has made me feel since I have started working



# HOW TO APPLY

IF YOU LIKE WHAT YOU'VE READ, THINK YOU'RE A GOOD FIT, AND WOULD LIKE TO JOIN OUR TEAM, PLEASE FOLLOW THE BELOW STEPS:



## Download

[Find our application form here](#)

## Complete

Tip: personal statement is important! Make it relevant to Tute.

## Upload

To the same webpage as step 1 by **17:00 on 18.06.24**

**We do not accept CVs**

Tute is committed to safeguarding and promoting the welfare of children and young people and expects all staff and contractors to share this commitment.

Working with Tute is exempt from the Rehabilitation of Offenders Act 1974 and therefore subject to possession of an enhanced certificate of disclosure issued by the Disclosure and Barring Service (DBS) and barred list check.

Tute adheres to the statutory safer recruitment procedures issued by the DfE. Tute promotes policies of equality opportunity for both staff and students.

Tute creates equality in education by bringing the best teaching and learning to all children and young people. It is our expectation that everyone in our team supports our policy to treat all students, staff, and commissioning bodies fairly and equally.