



Recruitment Pack

Head of
Marketing
£Competitive +
benefits

November 2024

Welcome

Thank you for your interest in joining our team! We're thrilled that you've discovered us and are eager to share more about this exciting role.

SAAF Education is a market-leading provider of business support services in the education sector. Our services include finance consultancy, payroll, HR, supply & recruitment, and internal scrutiny support. We're a key strategic partner to over 600 schools, academies, and trusts.

Our mission is clear: to alleviate the burden on school business leaders by providing tailored support that supports them every step of the way. By streamlining processes, we empower educational leaders to focus on educational excellence and pupil care.

But we're not content to simply maintain the status quo. Continuously adapting, learning, and attentively responding to the needs of our clients, we've become the preferred choice for many institutions - and our ambition is to be the ultimate choice for all.

Central to our success is our belief that people are the cornerstone of our vision. We understand that success can be achieved with the support of an exceptional team.

Why SAAF?

At SAAF, we're dedicated to sharing our expertise with schools, academies, and trusts. To do this, we require a strong and talented team. We've shaped an open, positive, and collaborative culture which will allow you to flourish and develop.

[Read more about us](#)

Our Values



**Customer-
centric**



**Act
ethically**



Proactive



Trailblazers

Head of Marketing JD

Location: Nottingham (Hybrid, with flexibility required)

Salary: £Competitive + benefits

Role Overview

SAAF Education Ltd is a trusted partner to an ever-growing network of schools, academies, and trusts. We are seeking an innovative and strategic Head of Marketing to join our marketing team.

This pivotal role involves driving the marketing strategy across all areas of our multi-faceted business, ensuring cohesive branding, impactful campaigns, and measurable results. The successful candidate will lead a dynamic team, oversee multiple service lines, and develop marketing strategies to further enhance our presence within the education sector and beyond.

Benefits

We offer a supportive and collaborative work environment, starting with 24 days of annual leave (plus bank holidays), increasing to 30 days with length of service. We are proud to promote work-life balance through flexible working hours while ensuring the ability to adapt as needed to meet business demands. Additional benefits include access to an electric car scheme, a competitive pension, and opportunities for professional development and growth within a growing organisation.

Responsibilities

As Head of Marketing, you will:

- **Develop and Implement Strategy:** Create and oversee the execution of comprehensive marketing strategies for all areas of SAAF Education, ensuring alignment with company objectives and growth targets
- **Budget Management:** Manage and optimise the marketing budget to maximise return on investment and campaign effectiveness
- **Market Insights and Trends:** Conduct market research to identify trends, competitor activity, and client needs, ensuring our services remain competitive and relevant
- **Campaign Management:** Develop and oversee multi-channel marketing campaigns to promote SAAF's services and products, measuring success and adapting strategies where necessary
- **Cross-Functional Collaboration:** Work closely with internal teams, including sales, operations, and customer service, to align marketing initiatives with business goals and customer needs

Head of Marketing JD

- **Team Leadership:** Lead and inspire the marketing team, fostering a culture of innovation and collaboration while driving professional development
- **Brand Management:** Ensure brand consistency across all marketing materials and communications, strengthening SAAF Education's reputation within the industry
- **Digital Marketing:** Drive the development of the company's digital presence, including the website, social media, and SEO strategies, enhancing reach and engagement
- **Performance Measurement:** Define and track key performance indicators (KPIs) to measure campaign success, report on ROI, and inform future strategies
- **Partnership Development:** Build and maintain relationships with Opinion Leaders, educational associations, and other key stakeholders to promote SAAF's services
- **Embracing Innovation:** Stay updated with emerging marketing trends, technologies, and tools to enhance campaign effectiveness and customer engagement
- **Data-Driven Decision Making:** Use analytics to evaluate the success of marketing initiatives, report on ROI, and make informed recommendations for improvement

Requirements

To be considered for this role, you must have:

- A degree or professional qualification in marketing (e.g., CIM) or a related field
- Proven senior-level marketing experience, ideally within education, finance, or a related sector
- A strong understanding of marketing processes, branding, and the product/service lifecycle
- Demonstrable experience of developing and leading high-performing teams
- Excellent project management skills and the ability to manage multiple priorities effectively
- Strong analytical skills, with the ability to translate data into actionable insights
- Outstanding communication and stakeholder management skills, including the ability to influence at all levels

Head of Marketing JD

- An open and growth-oriented mindset, with a willingness to embrace challenges, learn continuously, and adapt to new ideas or ways of working
- Strong interpersonal and leadership skills, with a collaborative and empathetic approach to fostering team engagement and driving success
- A proactive and adaptable approach, with flexibility to work outside normal hours when required and a willingness to travel nationally as needed
- A strong ability to work closely with directors, demonstrating an understanding of their vision and priorities, while remaining open to constructive feedback and using it to drive continuous improvement

Desirable

- Experience working within B2B and service-oriented industries
- Familiarity with marketing within the public sector or education settings

Benefits

- Flexible working
- Hybrid working model
- 24 days of annual leave plus bank holidays (increasing to 30 days plus bank holidays with length of service)
- Professional development opportunities
- Employee assistance programme – providing mental health & wellbeing support
- Electric car salary sacrifice scheme
- A collaborative and supportive work environment

Join Us

If you're a creative and strategic marketing professional with the expertise to lead a diverse portfolio of marketing initiatives, we'd love to hear from you.

How to Apply

Submit your CV and a covering letter outlining your suitability for this role.