



## WORK WITH US

### Job Description – Head of Marketing and Communications

May 2026



## JOB DESCRIPTION: HEAD OF MARKETING AND COMMUNICATIONS

Location:	40 Queen Street, London EC4R 1DD
Contract	Full-time, permanent, Hybrid working with 2 days in the office 3 days from home
Salary:	£64,000 - £72,000 per annum plus benefits
Responsible to:	Deputy CEO with dotted line to Programme Director

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### About the Chartered Association of Business Schools

We are the voice of the UK's business and management education sector. We support our members to maintain world-class standards of teaching, research, and enterprise engagement. We do this through lobbying, conferences, training, research, and national programmes such as the Help to Grow: Management Course. We are passionate about delivering a programme with a purpose. As the **Head of Marketing & Communications**, you will play a critical role in making the UK-wide Help to Grow: Management programme a success.

Embedded across our work are our organisational core values:

- Community Building
- Agile Expertise
- Authentic Accountability
- Purposeful Impact

### What is the Help to Grow: Management Course?

[The Help to Grow: Management Course](#) is a nationwide leadership course created to help small business leaders boost their leadership skills and the performance of their business. It is funded by the Government as part of the Government's plans to support SMEs and economic growth. The course is delivered by more than 60 business schools across the UK who are members of the Chartered Association of Business Schools and have been accredited with the Small Business Charter.

The programme is promoted through a wide range of marketing communications activities which are delivered by the Chartered ABS Help to Grow: Management Demand Generation team and the business schools' marketing teams. We have already enrolled over 13,000 small business leaders. Participants completing the course become members of the Help to Grow: Management Alumni Network, a network which is a continued source of support and growth for thousands of small business leaders.

### Purpose of the role

In this role you will be responsible for leading the Demand Generation team: the marketing and communications function that drives brand awareness and registrations for the Help to Grow: Management Course, [Help to Grow: Management Essentials](#) Course, and the Alumni Network events. You will lead the strategy to build on the foundation created over the last 5 years and taking it to the next level to maximise awareness, engagement, enrolments, and value for money.

As well as leading a team of high performing marketers, you will work alongside our data, curriculum and alumni teams and with colleagues from business schools across the UK to deliver a programme that achieves our contracted KPIs and, crucially, supports thousands of small business leaders to build growing, innovative and resilient businesses.

On a day-to-day basis, you will be leading a team that are delivering innovative, multi-channel campaigns. You will need to be confident and experienced in developing strategy and overseeing performance in paid marketing, content marketing, PR, organic marketing, event marketing and stakeholder engagement programmes.

In particular, your expertise in content marketing, B2B lived experienced content, and the use of personas and industry insight to shape messaging will ensure our marketing resonates with our target audience, achieving cut through in a busy market to consistently deliver results.

Your team will also work closely with our Alumni Network team to deliver first-class events and content in order to keep engaging the programme's alumni and supporting the ongoing growth potential of their businesses.

We collaborate closely with the government teams and the business school teams, so you will also be attending monthly operational meetings with stakeholders from across the policy, marketing, and PR teams. You and your team will also be responsible for guiding business schools' best practice in marketing the programme.

## **About you**

This is an exciting opportunity for a senior marketing professional with demonstrable experience across all marketing communications disciplines.

The successful candidate will have a passion for B2B marketing and the ability to lead the delivery of high converting, multi-channel campaigns.

It's critical that you have excellent written and editorial skills to allow you to lead the delivery of a consistent flow of high-quality content across the team. Empathy with our target market and an interest in the small business sector, policy and trends is key.

We are looking for a conscientious and enthusiastic senior communications professional who is keen to join a fun, hard-working team, and deliver great results which contribute to the UK's economic growth. We're a small team so it's important that you are also happy to roll up your sleeves and help deliver projects when required.

In return, we offer hybrid working and a friendly, down-to-earth, hardworking and collegiate environment. The successful candidate will be expected to be in the office in the City of London a minimum of 2 days per week. Occasional travel to business schools and alumni events outside of London will also be required.

Candidates must be able to demonstrate that they meet the 'essential' criteria in the Person Specification below. **Applicants must have the right to work in the UK.**

## **Responsibilities of the role**

Work with the business school marketing teams, the CABS marketing and alumni teams, and the government policy team to drive increased brand awareness, course registrations and event registrations.

### **a. Demand generation strategy**

- i. Lead on the development and delivery of the demand generation strategy. The annual demand generation strategy requires approval by the Department for Business and Trade.
- b. **Budget management**
  - i. Create an annual budget and manage it throughout the year to ensure that all marketing activity is delivered within budget and achieves the required annual average Cost Per Acquisition target.
  - ii. Work with the Head of Finance and team to complete monthly forecasts for submission to the Department of Business and Trade, ensuring that forecasts are accurate to within the required maximum variance.
- c. **Team leadership**
  - i. Manage a team of 9 including 5 direct reports, ensuring monthly performance across all KPIs.
  - ii. Nurture and develop the team to encourage individual professional development and to deliver an innovative demand generation strategy that trials new channels and approaches.
  - iii. Conduct regular 1-2-1 meetings, team meetings and quarterly demand generation reviews to inspire, engage and motivate the team.
  - iv. Carry out mid-year and end of year reviews to support continuous personal development and performance in line with the organisation's behaviours and values.
- d. **Brand management**
  - i. Lead on the development and adoption of brand guidelines across all channels.
  - ii. Ensure that brand consistency is maintained across all demand generation and alumni marketing assets and communications.
  - iii. Through the team, ensure that all business school and stakeholder marketing communications adhere to brand guidelines.
- e. **Messaging**
  - i. Lead on the development and creation of messaging and tone of voice to ensure consistency across all campaign materials and channels for Help to Grow: Management and Help to Grow: Management Essentials.
  - ii. Lead the team in the adoption of personas and ICPs, building on the research completed to date to ensure insight is developed further and used across all marketing channels.
- f. **Customer journey**
  - i. Work with the team to drive improvements in conversions across the website and email nurture journeys, encouraging the development of a continuous test-and-improve mindset across all elements of the customer journey from initial enquiry through to alumni engagement.
  - ii. Oversee the adoption of best practice lead nurturing.
- g. **PR and alumni ambassador programme**
  - i. Manage the PR agency ensuring we consistently deliver high-quality, alumni-led press coverage that meets quarterly targets.
  - ii. Work with the two Content Managers to identify alumni stories, as well as alumni, mentors and academic colleagues that can join our list of editorial voices.

- iii. Review all press releases and editorial to ensure content consistently communicates Help to Grow: Management and Small Business Charter messages ready for publication, liaising with Senior Leadership Team and stakeholders for approval as appropriate.
  - iv. Work with the team and the Department for Business and Trade to deliver the alumni ambassador programme including co-ordination and briefing of alumni taking part in government roundtables and meeting Ministers.
- h. Content management**
- i. Oversee content plans owned by both content managers to deliver a regular rhythm of content for both the [demand generation website](#) and the [Alumni Network content hub](#) that resonates with our target audience.
  - ii. Oversee the content delivery across the team to ensure that all written content, video content, campaign graphics and social media activity are delivered to a high production standard, on brand and on message.
  - iii. Oversee the SEO strategy for the demand generation website to ensure organic traffic levels continue to increase.
  - iv. Work with the team to identify new paid marketing channels to test to expand awareness of the programme.
- i. Stakeholder engagement**
- i. Oversee the stakeholder engagement programme delivered by the Senior Stakeholder Manager and Senior Campaigns Manager, including maximising reach and value for money from the programme through marketing partners and networks.
- j. Collaboration with the alumni team**
- i. Work closely with the Alumni Network team through weekly meetings and joint delivery of projects (such as events, webinars, and content) to ensure that our alumni community have the best alumni experience possible.
- k. Reporting and managing data:**
- i. Ensure data integrity is maintained in our collection and processing of data.
  - ii. Provide regular reports to internal stakeholders and to the team at the Department of Business and Trade.

This role and the programme are evolving so specific responsibilities within the job role may evolve in accordance with the programme's needs. Taking into account the responsibilities that you are required to undertake as part of your role, Chartered ABS may require you to perform your duties accordingly, that meets such business needs and consequently you hereby agree to accept to any change in assignment on reasonable notice.

## Person specification

### EXPERIENCE

Essential    Desirable

Extensive B2B marketing experience.	Yes	
Experience of running a PR programme, delivering monthly coverage across national, regional and trade press.	Yes	
Significant hands-on experience of content management strategy.	Yes	
Excellent proofreading and editing skills across long and short form copy.	Yes	
Experience in using personas and customer data to shape segmenting, targeting, and positioning.	Yes	
Experience of communicating with and presenting to senior stakeholders such as a Senior Leadership Team, board of directors, trustees, or funding partners, ideally within government or public sector.	Yes	
Experience of shaping and enforcing brand guidelines	Yes	
Experience of managing a team with direct and indirect reports.	Yes	
Experience of managing a team including objective setting, evaluating against company values and behaviours, conducting performance reviews, and coaching team members to exceed objectives.	Yes	
Experience of briefing and managing marketing suppliers.	Yes	
Experience of managing a budget and delivering ROI.	Yes	
Experience of delivering engagement programmes that maximise support from stakeholders such as government agencies, professional bodies, trade associations or local authorities.	Yes	
Experience of event marketing for a B2B audience.	Yes	
Confident in presenting and chairing meetings.	Yes	
Experience of overseeing direct and indirect marketing channels.		Yes
Use of project management software, e.g. Monday.com		Yes

#### SKILLS / ABILITIES

	Essential	Desirable
First class copywriting and editorial ability	Yes	
Excellent attention to detail in planning and execution of work	Yes	
Confident communication with multiple stakeholders	Yes	
Rigorous proofreader with excellent working knowledge of grammar	Yes	

Ability to analyse campaign results and drive data-led decision making across all team members.	Yes	
Strong organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	
Strong team player	Yes	
Self-starter, ability to work creatively and under own initiative, motivating yourself to consistently deliver against KPIs and deadlines	Yes	
Ability to work at a high level of confidentiality	Yes	

#### KNOWLEDGE

	Essential	Desirable
A solid understanding of B2B marketing strategy	Yes	
A solid understanding of GDPR	Yes	
Knowledge of the small business market		Yes

#### QUALIFICATIONS

	Essential	Desirable
Education to degree level (or equivalent qualification)		Yes

Our values are very important to us at the Chartered ABS, guiding how we work with each other every day.

**Community Building**  
We work together to achieve more

**Purposeful Impact**  
We empower people today to deliver a better tomorrow

**Agile Expertise**  
We use our expert knowledge to respond at pace to the challenges we face

**Authentic Accountability**  
We act with uncompromising integrity in everything we do

**CABS**  
OUR VALUES