



WORK WITH US

Job Description – Marketing Executive

July 2025



HELP TO GROW.
MANAGEMENT COURSE

JOB DESCRIPTION: MARKETING EXECUTIVE (Help to Grow: Management)

Location:	London
Responsible to:	Senior Marketing Campaigns Manager
Contract	Fixed Term Contract to 31 st March 2026
Salary:	£34,440 - £38,745 depending on experience

About CABS

Chartered ABS is the representative body for the UK's business school sector. Our award-winning team support our world-class business schools through lobbying, conferences, events, research, and national programmes such as the Help to Grow: Management Course. We are passionate about delivering a programme with a purpose. As the **Marketing Executive**, you will play a critical role in making the UK-wide Help to Grow: Management programme a success.

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 consists of 12 modules, 1-to-1 mentoring and a peer network. The course is delivered by more than 60 business schools across the UK who are members of the Chartered Association of Business Schools (Chartered ABS) and have been accredited with the Small Business Charter.

The programme is promoted through a wide range of marketing activity which is delivered by the Chartered ABS Help to Grow: Management Demand Generation team and the business schools' marketing teams. Small business leaders completing the course become members of the Help to Grow: Management Alumni Network, a network which will extend beyond the life of government funding for the course to become a continued source of support and growth for thousands of small business leaders. Over 10,000 business leaders have already enrolled on the course; this number grows by the week.

Purpose of the post

This is a great opportunity to work on a nationwide government programme designed to help businesses across the UK build resilience and growth. You will be responsible for executing marketing tactics to drive up registrations for Help to Grow: Management Course and Essentials.

About the role

The Help to Grow: Management **Marketing Executive** is responsible for constructing compelling emails, newsletters and social media posts, and working closely with the Senior Marketing Campaigns Manager on a number of other campaign tactics to drive demand generation for the Help to Grow: Management Course and Help to Grow: Management Essentials.

Principal job functions and main tasks

Work with the wider Help to Grow: Management team, business school marketing teams and the Chartered ABS marketing team to drive engagement with the Help to Grow: Management brand across all regions of the UK. Your responsibilities will include:

- a. **Email marketing**
 - i. Write engaging copy for email campaigns and webpages
 - ii. Build data segments based on user behaviour, demographics & engagement
 - iii. Create templated emails, newsletters and workflows
 - iv. Distribute emails
- b. **Social media**
 - i. Work with the digital team to grow Social Media engagement and followers
 - ii. Develop, implement and coordinate social media strategies across platforms (LinkedIn, Facebook, YouTube etc)
 - iii. Create social media graphics, write and schedule engaging content
 - iv. Respond to comments, messages and mentions
 - v. Stay up-to-date with the latest social media best practices, tools and technologies
- c. **Reporting and managing data:**
 - i. Ensure data integrity is maintained in our collection and processing of data.
- d. **Support marketing activity:**
 - i. Work closely with the Senior Marketing Campaigns Manager to support any wider marketing and campaign activity.
 - ii. Work with the Content Manager to utilise case studies, testimonials, articles and other content for campaigns.

This role and the programme are evolving so specific responsibilities within the job role may evolve in accordance with the programme's needs.

Person specification

About you

This dual-focused role is ideal for a creative and data-driven marketer who thrives in both email marketing and social media environments. The successful candidate will have excellent written and verbal communication skills. This role is responsible for planning, executing, and optimising email campaigns and social media plans to increase brand awareness, drive engagement, and support lead generation.

We are looking for a conscientious and enthusiastic 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 the wider Help to Grow: Management team on other projects when required.

In return, we offer flexible 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 3 days per week.

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

Required Skills & Qualifications

EXPERIENCE

	Essential	Desirable
1-3 years' experience of implementing multi-channel B2B marketing campaigns	Yes	
Experience of writing excellent and compelling marketing copy for email and social media campaigns	Yes	
Experience of using Customer Relationship Management systems/databases (ideally Microsoft Dynamics)	Yes	
Experience of growing social media community followers and engagement	Yes	
Experience of producing content in a range of formats for social media	Yes	
Experience of analysing marketing performance data and producing reports	Yes	
Experience of using website content management systems (CMS)	Yes	
Experience of managing data sets	Yes	
Understanding of HTML for email formatting		Yes

SKILLS / ABILITIES

	Essential	Desirable
Excellent copywriting skills, including the ability to write persuasive messages and benefits to targeted senior-level B2B audiences	Yes	
Proficiency in tools like Hootsuite, Orlo, Buffer, Canva, Meta Business Suite, or similar.	Yes	
Knowledge of SEO, Google Analytics, and paid social media advertising	Yes	
Very strong attention to detail in planning and execution of work	Yes	
Highly competent in using mass email systems/platforms to build and send email campaigns	Yes	
Strong organisational skills and ability to navigate and save marketing assets on Sharepoint	Yes	
Ability to work on projects simultaneously and work under pressure to meet strict deadlines	Yes	
Excellent understanding of marketing metrics and the ability to analyse data	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	
Strong team player	Yes	
Ability to work creatively and under own initiative	Yes	
Confident communication skills	Yes	
Ability to work at a high level of confidentiality	Yes	

KNOWLEDGE

	Essential	Desirable
A strong understanding of digital marketing concepts, tools and channels	Yes	
A good 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.



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