



WORK WITH US

Job Description – Senior Marketing & Communications Manager

August 2026

JOB DESCRIPTION: SENIOR MARKETING & COMMUNICATIONS MANAGER

Location:	40 Queen Street, London EC4R 1DD
Salary:	£60,000 - 62,000 plus generous annual leave and pension <i>salary will be determined based on skills, experience and alignment with the role, in line with our pay policy</i>
Responsible to:	Director of Communications & External Relations
Contract type:	Full time, permanent, hybrid working 2 days in the office, 3 days from home

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. Through dialogue with policymakers, business, and stakeholders, we inform government policy to help create the best possible environment for our business schools, the economy and wider society to flourish.

We are a highly motivated team that works within a fast-paced environment to deliver on our members' priorities:

- **Securing the financial sustainability of the UK's business schools to ensure that they continue to drive positive impact on the economy and society:** Supporting members and advocating for fit-for-purpose policy development to maintain the contribution of business schools.
- **Accelerating productivity and growth for the benefit of the UK economy:** Developing capacity and partnerships to promote the role business schools play in improving organisational performance, in particular SMEs.

Embedded across our work are our organisational core values:

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

We are located near Cannon Street offering hybrid working of a minimum of 2 days per week in the office.

Purpose of the role

We are looking for an outstanding Senior Marketing & Communications Manager to join our award-winning and forward-thinking team.

The Senior Marketing & Communications Manager plays a key role in leading the performance of our marketing and communications campaigns to drive sales for our income-generating activities and engagement in our member services and advocacy work. You will be involved strategically across our brand family: the Chartered ABS, Small Business Charter, and the Certified Management & Business Educator.

Within these brands, you will take the lead on planning and delivering event marketing campaigns, driving registrations and revenue, and analysing data to manage performance. Our conferences, events and professional development programmes are greatly valued by our members and provide the Association with a platform to engage business school leaders, academics, and stakeholders in government and industry. They are also a vital income stream to support the other activities and services we deliver for our members.

You will also lead on developing the marketing strategy for the Certified Management & Business Educator (CMBE) scheme, and overseeing its execution across the team. The CMBE is a 'subscription' which supports business school teaching staff to develop their teaching through continuous professional development. The role involves optimising our multi-channel marketing performance across the marketing funnel from awareness, to lead generation, conversion, and member retention. The marketing campaign for the CMBE is relatively immature, so this represents an excellent opportunity for the new Senior Marketing & Communications Manager to own the development of our marketing performance and have an impact on the growth of this product.

On the Small Business Charter (SBC) you will contribute to the planning and implementation of SBC communications across multiple channels, and work closely with the SBC team to deliver a strong value proposition to business schools that hold the SBC accreditation.

The team has responsibility for our websites, social media, newsletters, editorial content, member communications and external engagement across the Chartered ABS, SBC, and CMBE brands and channels. You will ensure high quality and engaging content, which our members value, is published. As team leader, you will own our marcomms calendar, supporting the team to ensure well-managed segmentation of our data and the execution of timely plans aligned with our objectives.

You will also lead on regular analysis and reporting on marketing performance metrics, and use these insights to inform planning, tactics and execution. And you will support the development of the team to do the same.

The Senior Marketing & Communications Manager will have line-management responsibility for the Senior Marketing & Communications Officer and the Social Media & Digital Officer. This is a small team, so you will own your own marketing projects as well managing the team to do the same. The team works collaboratively with multiple teams across the organization.

Key Responsibilities:

As the manager of a small team the Senior Marketing & Communications Manager will be expected to both lead the team and have a hands-on role in owning the delivery of their own activities.

Lead the team to deliver the marketing for our conferences, development programmes and events across the Chartered ABS and Small Business Charter portfolio

- Own the marcomms calendar, supporting the team to ensure well-managed segmentation of our data and the execution of timely plans aligned with our objectives;
- Lead on regular analysis and reporting on marketing performance metrics, and use these insights to inform planning, tactics and execution. And support the development of the team to do the same;
- Take a strategic view of marketing plans across the portfolio and the team, as well as owning the production and execution specific marketing plans and budgets across channels (including email, social media, web, and print);
- Drive the team's performance to meet objectives around registrations, revenue, and other marketing metrics related to events and member engagement;

- Write marketing copy to engage senior management audiences;
- Build and send email campaigns, manage the event web pages and manage the production of other collateral;
- Manage the database and prepare campaigns with segmented marketing data; and identify ways to build data;
- Develop branding for our conferences and programmes;
- Review and sign-off marketing campaigns, copy and assets produced by the team;
- Lead the team to also deliver the above tasks.

Promote the Certified Management & Business Educator

- Lead on the development of the marketing strategy, supported by the Deputy CEO, to promote the scheme to business school educators in the UK and globally in order to drive applications and achieve our income targets through paid subscriptions/memberships;
- Optimise our multi-channel marketing performance across the marketing funnel from awareness, to lead generation, conversion, and member retention;
- Drive paid subscriptions to the scheme and develop marketing initiatives to increase these year-on-year;
- Plan and deliver retention communications to ensure the ongoing and long-term engagement with CMBE subscribers;
- Work with designers to manage the production of marketing collateral and digital assets;
- Have oversight of the performance of the CMBE webpages ensuring optimised user-journeys leading to lead generation and applications, taking ownership of UX, messaging, updates, and any required development;
- Lead the team to support on the delivery of the strategy.

External Communications and Content, Website and CRM

- Ensure the Chartered ABS and Small Business Charter websites are populated regularly with engaging and relevant content, and have optimised customer journeys;
- Liaise with the web development agency to ensure issues are resolved, and for any maintenance or required development;
- Review content production (written, video and other formats) and ensure high quality editorial standards are maintained across our blogs, news, publications, newsletters, press, and social media;
- Support the production of internal performance reports on marketing and communications activity (using Google Analytics, data reporting sources from social media platforms and the CRM);
- Ensure the team keeps records on the CRM up-to-date and processes data in compliance with our privacy policies and GDPR;
- Use the CRM to monitor and review database performance, growth, segmentation, and make recommendations to maximise engagement and data quality in our CRM and across our customer journey.

External Communications and Content, Website and CRM

- Line manage two direct reports and support their development.

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed. We are a small team, so from time to time everyone supports one another as part of a team. For example, where required the Senior Marketing & Communications Manager will support the team to set up and run our large conferences, as well as supporting the on-the-day communications from those events.

Person specification

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

About you

The successful candidate will be a highly skilled marketer with experience across channels including email, digital, and social media. You will be data-led with experience of leading the marketing performance of a team to meet income generation targets and other marcomms KPIs. Specifically, this will include experience in event marketing, and ideally in membership/subscription marketing, lead generation and conversion. You will also have a strong editorial capability and a passion for understanding and engaging audiences and, in our case, members. Ideally your experience will be in B2B marketing, in either an association/membership body or commercial environment. It is essential that your copywriting is first class and your attention to detail is outstanding.

Skills and experience

EXPERIENCE

	Essential	Desirable
Significant experience of planning and delivering multi-channel B2B marketing campaigns	Yes	
Experience of event marketing, and meeting and exceeding event revenue targets	Yes	
Experience writing excellent marketing copy for senior-level / decision-maker audiences	Yes	
Experience of leading and managing team performance against marketing metrics and organisational objectives	Yes	
Experience working on concurrent multiple projects and delivering campaigns to tight deadlines		
Experience of managing marketing budgets and achieving maximum ROI	Yes	
Experience of website content management systems (CMS)	Yes	
Experience of managing website development projects		Yes
Experience of running social media campaigns (organic and paid)	Yes	
Experience of managing data quality and using Customer Relationship Management systems/databases (CRM) to segment audiences	Yes	
Experience of analysing marketing performance data and producing reports	Yes	
Experience of briefing and managing external suppliers such as designers or web developers	Yes	
Experience of line management and supporting the development of others	Yes	
Experience of producing, reviewing and editing content such as videos, blogs, case studies and news articles		Yes
Experience of dealing with the press and media		Yes
Experience of working in a policy, education, or association organisation, or within a commercial company operating in policy or education fields		Yes
Experience editing and producing reports		Yes

SKILLS / ABILITIES

	Essential	Desirable
Excellent team leader with strong motivational and collaborative skills, with a focus on marketing performance	Yes	
Excellent copywriting skills, including the ability to write persuasive marketing copy for targeted senior-level B2B audiences	Yes	
Ability to produce and manage marketing and communications plans, across targeted segmented audiences and identify multiple channels and routes to market	Yes	
Very strong attention to detail in planning and execution of work	Yes	
Supportive and collaborative line manager	Yes	
Confident communication with internal and external stakeholders, with the ability to persuade, collaborate and negotiate	Yes	
Rigorous proof reader and skilled editor of written and digital content	Yes	
Able to produce search engine optimised content		Yes
Ability to write engaging social media content	Yes	
Ability to create targeted mailing lists from large datasets	Yes	
Highly competent in using website CMS	Yes	
Highly competent in using mass email systems/platforms to build and send email campaigns	Yes	
Strong organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines	Yes	
Excellent understanding of marketing metrics and the ability to analyse data	Yes	
Ability to brief and account manage external agencies (e.g design, PR) on specific tasks	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	
Ability to design collateral using software such as Photo Shop or InDesign		Yes
Ability to do basic web coding		Yes

KNOWLEDGE

	Essential	Desirable
A strong understanding of B2B marketing concepts, data, tools and channels	Yes	
Knowledge of higher education system and policy of Government, or membership bodies/trade associations		Yes
Knowledge of the role of membership bodies/trade associations in lobbying government and conducting public affairs		Yes
Knowledge of UK business and management education		Yes

QUALIFICATIONS

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

Our Values

Our values are very important to us at the Chartered ABS, guiding how we work with each other every day. In return, we offer flexible working and a friendly, down-to-earth, hardworking and collegiate environment. We are located near Cannon Street offering hybrid working of a minimum of 2 days per week in the office.



How to Apply

To apply, please send your CV with a covering letter (no more than one side of A4) explaining how you meet the person specification, **by 31 August 2026 to people@charteredabs.org**

Applicants must have the right to work in the UK.

The advert will be closed earlier than the advertised date if we receive a high volume of applications.

The Chartered Association of Business Schools is an equal opportunities employer committed to creating an inclusive environment.

We welcome applications from people of all backgrounds and abilities. If you require reasonable adjustments at any stage of the recruitment process, please let us know of your requirements and we will be happy to discuss how we can best support you.