

Job description

Marketing Operations Manager

Job details

Job title	Marketing Operations Manager
Job purpose	To lead the execution and continuous improvement of UKAS's marketing and communications initiatives. This includes driving campaign planning, managing digital channels including PPC/SEO strategy, ensuring brand consistency, and overseeing agency relationships, while supporting internal and external stakeholders through creative and operational excellence.
Job location	Office based (hybrid working available)
Reports to	Head of Marketing and Communications
Essential criteria	<p>Technical & functional skills</p> <ul style="list-style-type: none"> + Strong experience in PPC/SEO campaign management and performance reporting. + Proficient in marketing tools (e.g., CRM, analytics platforms, automation systems). + Strong campaign planning and project management capabilities. <p>Interpersonal & leadership skills</p> <ul style="list-style-type: none"> + Excellent stakeholder and agency management. + Self-motivated with strong analytical and problem-solving skills. + Exceptional attention to detail and content governance experience.
Experience (preferred not essential)	<ul style="list-style-type: none"> + Experience in corporate or B2B marketing environments. + Familiarity with creative production workflows (design, video, editorial). + Previous use of email platforms like DotDigital or similar.

Job purpose

Core responsibilities	<p>This role is pivotal in delivering high-quality, brand-aligned campaign content, managing agency partnerships, and optimising digital performance (PPC/SEO, web and email marketing). It also plays a key part in quality control, content governance, and digital innovation.</p> <p>Key responsibilities include:</p> <p>Campaign Development & Content Distribution</p> <ul style="list-style-type: none"> + Plan, develop, and execute multi-channel marketing campaigns to drive lead generation, awareness, engagement, and stakeholder participation for the UKAS Academy.
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	<ul style="list-style-type: none"> + Support internal teams in the creation and distribution of marketing content. + Assist in developing marketing collateral and supporting materials for promotional use as needed. <p>Digital channel and PPC/SEO strategy</p> <ul style="list-style-type: none"> + Plan and optimise paid search (PPC), display, and SEO campaigns to drive targeted traffic and lead generation working with defined agency partners. + Regularly analyse campaign performance metrics and provide insights to improve ROI across all digital platforms. + Collaborate with teams to align landing pages and digital assets with campaign goals and superior user experience. + Manage relationships with digital marketing agencies and platforms as needed, ensuring alignment with business objectives. + Stay abreast of digital marketing trends and algorithm changes, applying insights to maintain competitiveness across channels. <p>Quality Assurance (QA) & Content Governance</p> <ul style="list-style-type: none"> + Review and approve marketing materials to maintain accuracy, optimisation, clarity, and professionalism. + Conduct regular content audits to ensure relevance, brand consistency, and quality. + Implement content approval workflows to maintain high creative standards. <p>Multimedia Content Development (Video, Webinar & Podcast Production)</p> <ul style="list-style-type: none"> + Support the creation of multimedia content and oversee the technical aspects of webinars and online content production. <p>Performance Analysis & Reporting</p> <ul style="list-style-type: none"> + Establish regular reporting cadence to inform strategic decisions and optimise marketing ROI. + Monitor engagement and campaign effectiveness, adjusting strategies based on insights. + Stay informed about industry trends to refine and improve UKAS's marketing approach. <p>Competitor Analysis & Market Research</p> <ul style="list-style-type: none"> + Conduct bi-annual market research and competitor analysis to identify trends and opportunities. + Assess marketing efforts against industry benchmarks and recommend strategic improvements. Use insights to inform campaign development and strategic messaging + Work with the team to develop strategies that differentiate UKAS's brand in the marketplace.
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Dimensions

Line management	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Budget holder	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Approval

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