Capel Manor College

Commercial and Business Development Marketing Officer

Job Description and Person Specification

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JOB DESCRIPTION and PERSON SPECIFICATION

JOB DESCRIPTION

Post	Commercial and Business Development Marketing Officer
Scale	Business Support
Grade	S0 1 scale point 26-29
Responsible to	Marketing and Student Recruitment Performance Team Leader (With dotted line collaboration to the Business Development Unit and Commercial Operations Team)
Location	Enfield, with some travel across campuses and external partner locations
Contract	Full time, Permanent

Key Responsibilities:

The Commercial and Business Development Marketing Officer will lead targeted, insight-driven marketing activity that grows income, employer engagement, visitor numbers and brand visibility across Capel Manor College's commercial portfolio. This includes both visitor-facing enterprises (Gardens, Zoos, Farms, commercial events, venue hire, sponsorship) and business-facing provision (Skills Bootcamps, Apprenticeships, Distance Learning, Professional Short Courses, Industry Training and new commercial programmes).

The postholder will plan and deliver high-impact integrated campaigns, strengthen Capel Manor's commercial presence, drive B2B and B2C leads and support the College's ambition to diversify and grow non-core income streams.

Responsibilities:

Commercial Income Generation and Visitor Marketing

1. Plan and deliver multi-channel campaigns that increase footfall, revenue and engagement across Gardens, Zoos, Farms and other visitor attractions.
2. Lead marketing for facility hire, weddings, private events and commercial venue listings, producing conversion-focused assets, landing pages and promotional collateral.
3. Develop and promote sponsorship opportunities, shaping proposals, partner-focused content and activation support.
4. Work closely with Commercial Operations team to support visitor events, seasonal programming and cross-site promotions.
5. Conduct ongoing market and competitor research to identify and shape new income opportunities aligned with estate assets, audience behaviours and strategic priorities.

Business Development, Employer Engagement and B2B Marketing

1. Deliver segmented and insight-led B2B campaigns to grow employer engagement, lead generation and enquiries for Skills Bootcamps, Apprenticeships, CPD and adult learning programmes.
2. Create compelling digital and print content that showcases employer benefits, industry relevance, case studies and commercial training opportunities.
3. Work proactively with the Business Development Unit to support employer events, partnership growth and outreach activity.
4. Support launches of new commercial courses using agile campaign approaches, rapid testing and audience mapping.

Digital, Content and Brand Development

1. Lead production of high-quality content for the website, social media, CRM and advertising channels, ensuring consistent messaging and a strong commercial narrative.
2. Support enhancements to the College's web, CRM and digital ecosystems, ensuring content is optimised for user journey, conversion and commercial impact.
3. Use analytics tools to monitor campaign performance, identify insights and recommend data-driven improvements.
4. Ensure all activity is brand compliant, accessible and aligned to College-wide marketing standards.

PR, Reputation and Stakeholder Engagement

1. Work with the College's Marketing Communications Officer to support PR and media engagement for commercial and business development activity, including press releases, media relations and brand storytelling where required.
2. Represent the College at internal and external events, including trade shows, employer showcases, community events and commercial partner functions.
3. Build strong working relationships with internal teams, employers, industry partners, sponsors and external agencies.

Customer Experience and Conversion

1. Contribute to exemplary enquiry handling and customer relationship management across commercial and employer audiences.
2. Support CRM-based conversion activity, including journey design, segmentation and automated communications.
3. Help optimise the end-to-end experience for prospective employers, learners, visitors and partners, enhancing retention, engagement and conversion.

General Responsibilities

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION

Qualifications

- Level 2 qualification in English and maths (or willingness to achieve within an agreed timeframe).
- Degree-level qualification in marketing, commercial or related field, or equivalent professional experience.
- Evidence of relevant ongoing professional development.

Experience

- Experience in marketing within commercial, education, leisure, events, or employer engagement sectors.
- Demonstrable success delivering digital campaigns (social ads, email, SEO, analytics) and generating measurable outcomes
- Experience promoting visitor attractions or event programmes.
- Experience working with CRM systems or employer engagement databases.
- Experience supervising colleagues or supporting junior staff.
- Experience creating persuasive content across digital and print formats.
- Experience analysing and reporting on campaign performance to inform decision-making.

Skills, Knowledge & Attributes

- Strong digital marketing skills, including paid social, email marketing, web editing, SEO and analytics.
- Excellent copywriting, communication and storytelling skills.
- Strong stakeholder management and relationship-building abilities.
- Excellent organisational, planning and time-management skills.
- Ability to interpret data and produce actionable insights.
- Creative, proactive and commercially minded approach.
- Ability to work independently and as part of a multi-site team.
- Proven ability to manage multiple projects with competing deadlines.

Other Requirements

- Understanding of safeguarding and commitment to maintaining professional boundaries.
- Commitment to equality, diversity and inclusion.
- Willingness to travel across sites and occasionally work evenings/weekends for events.
- Full UK driving licence desirable.