

Marketing Manager

Information
pack



Confederation
of School Trusts

The voice of school trusts

Welcome to the Confederation of School Trusts

Introduction from our chief executive

Thank you for your interest in joining our team.

We are privileged to support schools in their mission to provide high quality inclusive education. As a membership organisation, our role is to ensure colleagues at academy school trusts across England can honour the trust they hold on behalf of children and young people.

We advocate for trusts, working with government, policy makers, and sector experts. Our constructive approach on policy is respected and influential.

We connect trusts to each other through our network of professional communities and our in-person conferences and events, and connect them to leading voices and suppliers through regular briefings and our strategic and commercial partnerships.

We support trusts through published guidance and advice, topical webinars, and a range of bespoke development services.

We are a charity, funded by membership fees and by our wholly-owned trading company, CST Professional Development, whose profits support our charitable work.

As an organisation we strive to follow the Seven Principles of Public Life, aiming to follow the same good practice we expect of our members. We aim to have an open and inclusive culture, encouraging colleagues to support each other within and across our teams.

We have colleagues working across the country, but we come together regularly using technology and in-person to ensure we can continue to build the personal relationships that are so rewarding.

I hope you enjoy finding out about CST and this job role and thank you again for taking the time to consider supporting us as we help trusts deliver on their promise to the next generation.

Leora Cruddas CBE
Chief Executive



cstuk.org.uk

Leora, our Chief Executive

About the role

Key information at a glance

Job title: Marketing Manager

Reports to: Charis Evans, Managing Director, CST Professional Development

Location: Home-based, with occasional travel for meetings and events. We provide equipment to support you working from home and pay reasonable expenses when you need to travel for work.

Salary: £40,000-£45,000 a year.

Pension: We offer a workplace pension and life assurance scheme. CST makes contributions equivalent to 10% of your gross salary.

Annual leave: Initially 25 days annual leave plus bank holidays, with an additional two days leave after three years.

Working hours: Full time, 37.5 hours a week. We are happy to consider part time and flexible working options.

Job overview

We are seeking an experienced and dynamic Marketing Manager to lead and execute marketing strategy for our conferences, events, membership and consultancy services within the education sector.

The ideal candidate will play a pivotal role in promoting the CST brand, increasing attendance and engagement at our events and driving membership and business growth through strategic marketing activities. They will also line manage, support and develop a Marketing Executive.

Key responsibilities

1. Developing and implementing integrated marketing strategies for CST's services, aligned with organisational goals and values.
2. Working closely with key stakeholders to define and achieve marketing goals and income targets.
3. Engaging with CST thought leadership and policy output to understand key trends in the school trust sector and undertaking competitor analysis to identify opportunities for CST in the education market.
4. Understanding CST membership engagement data and using it to inform the planning and execution of multi-channel marketing campaigns that build audiences and pipelines for CST events and services.
5. Managing marketing calendars to ensure timely delivery of campaigns, in line with the events, communities and membership calendars.



6. Overseeing the creation of compelling marketing materials including, brochures, landing pages, social media and email campaigns, blog content and promotional video.
7. Collaborating with subject matter experts in-house and across a wide range of partners to produce thought leadership and guidance for the benefit of CST members.
8. Supporting the delivery of conferences and events and working in partnership with the events team and external partners to ensure seamless integration and quality assurance of marketing and operational activities, including onsite branding and promotional activities.
9. Working closely with CST's Head of Communications to manage the services areas on CST's website.
10. Build relationships with CST partners and other sector organisations to identify and create cross-promotional opportunities.
11. Using the CST CRM and other analytics platforms to report on the performance of marketing activities.
12. Any other duties that may be delegated by the MD of CST PD.



Samira, Director of Trust Governance and Elizabeth, Director of Membership

Person specification

Essential skills and experience

- 5+ years marketing and communications experience, ideally in the education or membership sector, including experience of managing people.
- Output focused, able to execute a range of communications across channels efficiently.
- People-centred, adept at forming and maintaining positive relationships with colleagues and external stakeholders.
- Fluent and precise, an excellent communicator who writes well and oversees good design.
- Data driven, with a relentless focus on monitoring impact and hitting ambitious targets.
- Proficient with CMS, CRM and marketing automation tools and analytics software.
- Familiar with Adobe Creative Cloud suite and Canva
- Highly organised, with the ability to prioritise and work to tight deadlines.
- Committed to ongoing development of themselves and their colleagues.
- Someone that embodies the Nolan Principles and acts with integrity and discretion.
- Aligned with CST's aims to promote education for public benefit.
- Skilled at working remotely as part of a close-knit team.

Desirable skills and experience

- A degree and/or professional qualifications in marketing and/or communications
- Membership of the Chartered Institute of Marketing



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Samuel, Director of Public Affairs and Policy

More about working for CST

A flexible organisation

Our staff are spread across the country, with most working from home. Most staff work common core hours, but with the flexibility to fit around home life – several colleagues work part time or compressed hours. We use technology to meet regularly in teams and as an entire organisation, and get together in person at our events and at team and all-stay away days.

Workplace pension and life assurance

We offer a workplace pension and life assurance cover worth three times your gross salary. CST's contribution is equivalent to 10% of your gross salary. Your contribution, should you chose to join the scheme, is a minimum of 5% of your salary.

Annual leave entitlement

You are initially entitled to 25 days annual leave plus bank holidays, with an additional two days after three years. We have additional arrangements for carers leave, leave for new parents, and special leave.

Staff engagement listening forum

Our staff forum helps provide feedback on working at CST, helping us reflect as an organisation and to make changes to make it a better place to work. The work of the forum has led to changes to things like training and leave arrangements, based on employee suggestions.



How to apply

To apply, please send a CV and covering letter to our Operations and HR Officer, Vikki Drury, at v.drury@cstuk.org.uk by 09:30, Monday 23 June 2025.

Interviews will take place virtually on Monday 30 June and Tuesday 1 July 2025.

Education is universal, and we believe it is important that our staff reflect the diversity of our members' schools and the children that they serve. We welcome applications from every background. Several of our staff work part time or compressed hours to help ensure a good balance between work and home life.

If you need any help applying or have any questions about the role, please just let us know.



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Steve, our Deputy Chief Executive



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