

# Sotheby's INSTITUTE OF ART

**Job Title:** Head of Growth Marketing, BrandEd  
**Department:** BrandEd  
**Reports to:** Senior Director, Global Marketing  
**Contract:** Permanent, full-time  
**Closing date:** 27 October 2021

## **About us**

BrandEd's mission is to build compelling education programs in partnership with the world's best brands. At present, BrandEd's core schools are The School of The New York Times and Sotheby's Institute of Art; both are among the largest and leading educational organizations of their kind. New projects are anticipated in 2022, including a partnership with an international sports organization.

Founded over 50 years ago, Sotheby's Institute of Art has over 8,000 global alumni of the Master's degree and over 2,000 additional students taking short courses each year, ranging from high schoolers to executives. More recently, in 2016, The School of The New York Times debuted with Summer Academy, a two-week pre-college program that has since quadrupled in size and inspired additional young adult programs including Gap Year. With distinctly different histories and programs, both schools attract passionate individuals who seek excellence and uniqueness from a non-traditional learning experience. Now, BrandEd is looking for a Head of Growth Marketing for current and future programs.

## **The Role**

The Head of Growth Marketing is tasked with overseeing digital acquisition strategies and paid promotions to attract audiences and convert students across BrandEd's portfolio.

This position is the spearpoint for ensuring the funnel is poised to deliver the quality and quantity to meet targets. The incumbent has the opportunity to bring together several existing marketing strands into a holistic vision and growth marketing strategy which leverages insights across brands, and collaborates with awareness building efforts, creative, and content marketing. In addition to the expected hallmarks of a strong demand generation approach program, this role can have direct impact on shared learnings across brands and teams, business efficiencies, will directly affect ROI, and provide increased strategic insight to be applied across different areas of the business.

In addition to the promotional marketing focus, this role will be on the core team supporting the launch of a new educational entity in partnership with an international sports business related to the English Premier League. This will be inclusive of demand generation and helping architect a go to market plan, while also serving as a liaison to partners at CFG, working closely with academic teams, coordinating among other areas of GEM, and being a front-facing point of contact in the UK for partners, vendors, and potential students of the new Leadership Institute.

This position will sit within the marketing function of Global Enrolment and Marketing (GEM), a department that serves all schools and BrandEd interests. As a group and a business function, the marketing team focuses on full-funnel acquisition leveraging digital marketing, paid promotions,

content marketing, and MarTech to build and convert the customer pipeline. Alongside other areas of GEM (business development and partnerships; web and design; enrolment), we are entrepreneurial, data-driven, business-minded, and an agent for change internally and in the landscape of traditional education. The Head of Growth Marketing should share these core traits.

### **Responsibilities**

Specific duties and responsibilities include the following but the individual will also be expected to perform all the duties necessary, which are customarily performed by a person holding this position or one similar to it. Other duties may be assigned.

- Lead BrandEd's DTC promotional strategy to increase student interest and, ultimately, enrolment
- Create, execute, and track cross-channel marketing plans in performance and digital channels taking into account product lifecycles, audiences, and budget
- Oversee Google Ads, DV360, and other PPC accounts to maximize digital campaigns through a mix of internal optimizations and external agency support.
- Strategize media buys and paid campaigns to complement 'always on' PPC efforts, with specific goals of impacting the funnel
- Create experiments to test into and successfully expand acquisition channels
- Oversee digital expansion into new markets and audiences
- Focus on list-building and conversion activities that account for different customer behaviour and purchase clocks depending on product and audience
- Develop annual and quarterly promotional plans that map to organizational objectives
- Collaborate on product roadmap, data and reporting, and go-to-market strategies
- New project special focus:
  - participate in establishing the brand presence and growth marketing activities for the newest addition to the BrandEd portfolio.
  - Serve as the front-facing (non-academic) presence for [project] in the UK -- liaising with personnel, vendors, academic teams, and prospects

### **Skills, Experience and Qualifications:**

#### **Essential criteria**

- Extensive experience in marketing, including management experience
- Direct experience in digital marketing
- Knowledge through professional experience or certification in main PPC channels
- Fluency in critical technologies, including Salesforce, Google Analytics, knowledge of Pardot a plus
- Experience with B2C, multi-segment audience acquisition and retention
- Understanding of tracking and attribution models
- Demonstrated fluency in data and analytics

#### **Desirable criteria**

- Experience with premium brands and/or luxury goods and experiences
- Excellent written and verbal communications skills

**Please note the following:**

1. Please submit your CV and a covering letter demonstrating how you meet the person specification for this position to: [vacancies@sothebysinstitute.com](mailto:vacancies@sothebysinstitute.com) Please state where you have seen this role advertised.
2. Please include details of 2 referees, one of which should be your current / most recent employer. Referees will not be contacted without seeking prior agreement with applicant.
3. Salary dependent on skills, qualifications and experience
4. Benefits include 25 days annual leave plus minimum of 2 days additional leave during the Christmas period, life insurance and 24/7 access to an Employee Assistance Programme. We operate a hybrid working policy.
5. Closing date midnight 27 October 2021