



JOB DESCRIPTION

Business Development & Marketing Lead

Main Purpose of the Job:

Working to support the wider organisation, this role is responsible for raising the profile of Swarthmore Education Centre, developing partnerships and opportunities across the Leeds community, and supporting activities that increase participation, sustainability and income generation.

Responsible to:	Education Manager
Hours:	Full-time 36 hours per week (some flexible hours will be required)
Salary:	£26,807.04 - £27,069.12
Location:	Swarthmore Education Centre
Benefits:	Annual Leave entitlement - 40 days pa Access to EAP (Employee Assistance Programme) Enrolment into pension scheme
Conditions:	Swarthmore terms and conditions apply

The post holder will be expected to carry out their duties in the context of the Centre's vision, mission and policies. Swarthmore is committed to safeguarding, and this role is subject to an enhanced DBS check.

Purpose of the role:

To raise awareness of Swarthmore Education Centre and its impact within the Leeds community through effective marketing, partnership development and community engagement.

The postholder will promote the Centre's diverse range of educational, cultural and community opportunities, support learner recruitment and engagement, develop relationships with local organisations and businesses, and contribute to activities that strengthen the Centre's long-term sustainability.

Key Responsibilities:

To lead and coordinate the Centre's marketing, communications, events, exhibitions and business development activities; develop partnerships and opportunities that increase participation and income; support fundraising and sponsorship initiatives; promote room hire and commercial activity; and supervise the Centre and Events Support Administrator.

Marketing and Communication:

- Develop and implement an annual marketing and communications plan to support learner recruitment, room hire, events and community engagement.
- Oversee and support the Centre and Events Support Administrator in the delivery of social media, website and promotional activity.
- Manage and develop Swarthmore's website, ensuring courses, workshops, events and organisational information are accurate and up to date.
- Lead the production, design and publication of the Centre's termly programme and other promotional materials.
- Oversee the development of engaging content for digital platforms including social media, email marketing and online communications.
- Ensure marketing activity aligns with Swarthmore's brand, values and strategic objectives.
- Monitor the effectiveness of marketing campaigns and use data and insights to improve engagement and recruitment.
- Identify opportunities to increase Swarthmore's profile across Leeds and the wider region.
- Work with the Senior Management Team to develop campaigns that support key organisational priorities and projects.
- Ensure all marketing materials are accurate, professional and consistent with Swarthmore's brand guidelines.

Business Development & Partnerships:

- Develop and maintain positive relationships with businesses, community organisations, funders and other stakeholders across Leeds.
- Identify opportunities to increase participation, raise awareness and generate income for the Centre.



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Business Development & Partnerships:

- Promote room hire, commissioned activity and other commercial opportunities.
- Support the development of partnerships that create progression opportunities for learners and strengthen Swarthmore's community presence.
- Represent Swarthmore at networking events, community meetings and promotional activities.
- Research local market trends, competitor activity and emerging opportunities to support organisational growth.
- Work with the Senior Management Team to identify and develop new income-generating opportunities.

Workshops:

- Coordinate the planning and delivery of workshops, short courses and creative activities delivered by visiting artists, tutors and facilitators.
- Liaise with artists, tutors and external providers to confirm arrangements, requirements and schedules.
- Ensure materials, equipment, refreshments and resources are ordered and available as required.
- Support the promotion, administration and successful delivery of workshops and events.
- Facilitate our regular life drawing sessions.

Events and Community Engagement:

- Coordinate and promote exhibitions, events, open days and showcase activities.
- Liaise with artists and exhibitors to plan and deliver successful exhibitions.
- Coordinate Swarthmore's presence at external events, festivals and promotional activities, including the organisation of displays, materials and resources.
- Support the delivery and promotion of Centre-wide activities including learner showcases, seasonal markets, open days, celebrations and community events.
- Work collaboratively with curriculum teams to promote learner achievements and activities.

Income Generation and Fundraising Support:

- Support the promotion and development of Swarthmore's corporate sponsorship programme.
- Identify opportunities for fundraising activities, sponsorship and partnership support.
- Assist the Senior Management Team with the development of project ideas and supporting information for funding applications.
- Contribute to activities that increase unrestricted income and support the long-term sustainability of the Centre.

Supervision:

- Supervise and support the Centre and Events Support Administrator.
- Ensure room bookings, customer enquiries and invoicing are managed effectively and in a timely manner.
- Coordinate administrative support for events, exhibitions and room hire activities.
- Monitor room hire activity, occupancy levels and customer feedback, identifying opportunities to improve income generation and customer experience.

General Responsibilities:

- Work collaboratively with colleagues across the organisation.
- Maintain accurate records and provide reports on marketing, engagement and business development activity.
- Contribute to organisational planning and continuous improvement activities.
- Undertake any other duties reasonably required by the Education Manager or Senior Leadership Team.



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Qualification and Experience

We are looking for someone with experience of:

- Marketing, communications or business development.
- Building and maintaining relationships with external organisations and stakeholders.
- Organising and promoting events, exhibitions or community activities.
- Using digital marketing tools including social media, websites and email marketing platforms.
- Experience designing and producing physical and digital promotional materials.
- Identifying opportunities to increase participation, engagement or income.
- Supervising or supporting staff, volunteers or colleagues.

It would be an advantage if you also have experience of:

- Working in education, charity or community settings.
- Supporting fundraising, sponsorship or grant-funded projects.

Skills and Knowledge

You will be able to demonstrate:

- Excellent communication and interpersonal skills.
- Strong organisational and project management skills.
- Confidence using IT systems and digital platforms.
- The ability to build effective partnerships and networks.
- Commercial awareness and the ability to identify opportunities for growth.
- The ability to analyse information and use data to inform decisions.

Personal Qualities

The successful candidate will be:

- Enthusiastic, proactive and self-motivated.
- Friendly, professional and approachable.
- Comfortable working independently and as part of a team.
- Adaptable and able to manage competing priorities.
- Creative, solution-focused and willing to take initiative.
- Committed to Swarthmore's values of inclusion, lifelong learning and community engagement.