



Job Description

Role:	Training & Marketing Executive (3 full days per week, including 2 days minimum in the office)
Location:	Hybrid/ Chalfont St Peter (with regular travel to London and client sites/events)
Reports to:	Head of BFBS Academy
Key Relationships:	Sales & Account Manager (SAM) and the Training Account Executive

Role Summary & Objective:

The overarching objective of this role is to generate leads and increase awareness of BFBS Academy within our core military target audience, and wider Government Agency clients.

Day-to-day you will be responsible for Academy's social media training and the creation of training materials. You'll have the freedom to unleash your creativity and shape our engagement and marketing strategy.

Your success will be measured on client feedback from the training sessions you lead, the quality of training and marketing material produced, and leads generated.

Your Main Responsibilities:

- Work with SAM to establish marketing content strategy and plan.
- Identify opportunities for partnerships and collaborations to expand reach.
- Work with SAM to keep the Academy website up to date and to best reflect the commercial training portfolios.
- To collaborate with the Marketing Manager within the Creative Department.
- Deliver social media skills training.

Marketing

- Working with the SAM, assist in creating a marketing strategy to support our sales strategy.
- Create content plan, working in conjunction with BFBS Comms & Marketing and Social Media teams, keeping abreast of current social media trends including emerging platforms.
- Develop the paid activity on BFBS's social media channels, working closely with the Strategic Communications Manager and Comms team.

- Develop and implement lead generation strategies to attract new clients and grow the Academy's customer base.
- Monitor social media channels and respond to enquiries, converting engagement into qualified leads.
- Support the marketing team with campaign planning, execution and performance analysis.
- Monitor and analyse marketing campaign performance using data driven insights to optimize future strategies and achieve remarkable results.
- Gather client testimonials and write case studies for use in marketing materials.
- Attend networking, exhibitions and deliver outreach activities for both commercial and charitable Academy training strands.

Content Creation

- Plan and produce engaging Academy marketing campaigns and social media content, in collaboration with our Social Media and Comms teams. Crafting compelling content including blogs, case studies and social media posts, tailored specifically for the Defence and Government sector.
- Design marketing materials including course literature, email campaigns, graphics and promotional content.
- Remain current with social media trends, digital marketing best practices and lead generation techniques.

Training Planning & delivery

- To plan and deliver accredited communications skills and social media courses to fully meet client training objectives, supported by BFBS Academy team, in-person and virtually.
- To deliver taster sessions to core audiences to engage and promote our courses to future clients.
- Develop feedback strategy to aid continuous improvement of Academy courses.
- Any other duties that are commensurate with this position or reasonably required.

Person Specification

Your Knowledge and Skills	
Essential	Desirable
Proven experience of leading and developing a successful digital marketing strategy that engages and builds audiences across different channels.	Familiarity with Defence and Government sectors, including policies, regulations, and key stakeholders.
Strong marketing management experience, with an emphasis on digital campaigns, social	

media content creation and copywriting abilities.	
Knowledge of the management of CRM systems.	Experience of working with Microsoft Dynamics 365 CRM.
Strong social media content creation skills using design software systems and excellent copywriting abilities.	
Knowledge of using paid media (SEO and social media) and email marketing.	Experience of working with Google Analytics and Brandwatch.
Experience of working with AI tools to develop digital content.	
To be flexible and collaborative in approach to fully meet each training clients' objectives.	
Social media training experience – to confidently use your skills and knowledge to deliver training.	

Your Personal Attributes
Excellent interpersonal skills and well-developed communication skills – both written & verbal, to convey ideas clearly and persuasively.
Exceptional organisational skills, with the ability to handle multiple priorities and meet deadlines.
Exceptional copywriting skills and attention to detail.
Customer focused with the ability to put the needs of the customer first to generate interest in our courses and achieve training objectives.
Skilled at working collaboratively with colleagues to achieve personal, team and organisational objectives.
Proactive, positive approach to delivering new initiatives and flexible in approach, to ensure deadlines are met.

Supplementary Conditions

Prepared to undergo security check and sign the Official Secrets Act – required.

Willing to travel overseas to deliver training as required.

Willing to travel to events and deliver training across the UK as required.