

Marketing and Student Recruitment Manager

Job description & person specification

The Institute for Optimum Nutrition

Job title:	
Marketing and Student Recruitment Manager	
Responsible to:	Responsible for:
Head of Corporate Services	Marketing Officer
Starting salary:	Contract terms:
£39,000 (Pro rata £31,200)	Permanent, part-time (0.8FTE) 30 hours per week Hybrid (1 day in-person) at the ION office.
Department:	Last updated:
Marketing & Communications	03/09/2026

Job Description

Main purpose of the job

To lead and deliver the Institute's marketing and student recruitment strategy, with a primary focus on increasing awareness of the Institute, generating a consistent pipeline of qualified prospective students and converting enquiries into applications and enrolments.

The post holder will be responsible for developing and implementing an integrated, data-led marketing and student recruitment strategy across digital and offline channels. This will include brand awareness, content marketing, SEO, PPC and paid advertising, social media, email marketing, CRM management and automation, website performance, partnerships and events.

The role requires both strategic and operational capability. The post holder will be expected to develop the strategy, identify opportunities for growth, manage budgets and measure return on investment, while also being hands-on in delivering campaigns, creating content, managing the CRM, analysing data and optimising activity. Working within a small team, the successful candidate will need to be comfortable moving between high-level strategic thinking and the practical delivery of marketing activity.

Main duties and accountabilities

Marketing & Student Recruitment Strategy

1. Develop and implement an integrated marketing and student recruitment strategy aligned with organisational objectives and recruitment targets.
2. Develop campaign plans covering target audiences, key messages, channels, budgets and measurable outcomes, using audience segmentation and persona development.
3. Identify opportunities to increase awareness of ION and differentiate its courses within the nutritional therapy and wider education market.
4. Develop and optimise the prospective student journey from awareness through to enquiry, application and enrolment, identifying opportunities to improve conversion.
5. Plan, promote and evaluate open days, webinars, taster events and other recruitment activities.

Digital Marketing & Acquisition

1. Develop and oversee digital marketing and acquisition activity across organic and paid channels (email marketing, re-marketing, social media)
2. Manage and evaluate external AEO/SEO and PPC agencies, ensuring activity is aligned with recruitment objectives, effectively delivered and provides value for money.
3. Maintain a strong working knowledge of SEO, PPC, paid advertising, website optimisation and digital acquisition, with the ability to brief and constructively challenge external suppliers.
4. Oversee website performance, content, landing pages and user journeys to support search visibility, engagement and conversion.
5. Monitor digital marketing performance and identify opportunities to improve traffic, lead generation, conversion rate optimisation (CRO), and return on investment.

CRM, Automation & Prospect Management

1. Take ownership of the CRM as a key marketing and student recruitment tool.
2. Manage prospect segmentation, lead management and communication processes.
3. Design and implement automated workflows and customer journeys to nurture prospective students from enquiry through to application and enrolment.
4. Develop targeted email campaigns and lead-nurturing activity based on prospect behaviour, course interest and recruitment stage.
5. Work with Admissions and relevant colleagues to ensure an effective and consistent prospective student journey.

Data, Reporting & Performance

1. Develop and maintain effective marketing and student recruitment reporting, tracking activity and performance across relevant channels.
2. Monitor key metrics including leads, enquiries, applications, enrolments, conversion rates, cost per lead/acquisition and marketing ROI.
3. Analyse data to identify successful channels and campaigns, areas for improvement and opportunities for growth.
4. Use data and insight to optimise marketing activity, budgets and recruitment strategies and support forecasting and target setting.
5. Provide regular performance reports and recommendations to the Head of Corporate Services, CEO, Trustees and relevant team meetings.

Liaison & Networking

1. Source, develop and maintain relationships with relevant industry partners, professional organisations, businesses, practitioners, influencers and other stakeholders to support awareness and student recruitment.
2. Identify partnership, collaboration and referral opportunities that can contribute to lead generation and recruitment.
3. Work collaboratively with colleagues, external agencies and suppliers to coordinate marketing and recruitment activity.

People Management & Teamwork

1. Provide effective line management, leadership and support to the Marketing Officer, including setting objectives, monitoring performance and supporting development.
2. Delegate effectively while maintaining oversight of priorities, quality and deadlines.
3. Foster a collaborative, positive and accountable team culture.
4. Work collaboratively across the Institute, contributing to wider organisational objectives and supporting colleagues where required.

Managing Self, Initiative & Decision-Making

1. Plan and prioritise workload effectively, balancing strategic projects with day-to-day marketing and recruitment activity.
2. Take ownership of responsibilities and proactively identify opportunities, issues and underperforming activity.
3. Use data, insight and professional judgement to make informed decisions, solve problems and improve performance.
4. Remain adaptable and responsive to changing priorities within a small organisation.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

Person Specification

All criteria should be considered to be essential unless otherwise stated.

Competency	Essential criteria	Desirable criteria
Attainments/qualifications	• Degree in marketing, communications, sales or similar	• Relevant professional marketing qualification (e.g. CIM)
Skills and understanding	• Ability to develop and implement a clear, measurable marketing and student recruitment strategy. • Strong knowledge of digital marketing, including SEO, PPC, paid advertising, email marketing, social media, content and website optimisation. • Strong CRM knowledge, including segmentation, prospect journeys, automation and lead nurturing.	• Knowledge of the nutritional therapy, health and wellness sector.

	• Strong understanding of marketing and recruitment metrics, conversion, acquisition costs, attribution and ROI. • Excellent copywriting and content creation skills. • Commercial and results-focused, with a clear understanding of how marketing activity contributes to student recruitment. • Able to manage external agencies and suppliers effectively, including evaluating performance and value for money. • Able to work strategically while remaining hands-on in delivering marketing activity. • Strong project management and organisational skills, with the ability to manage multiple priorities.	
Prior experience	• Demonstrable experience in marketing and/or student/customer recruitment, with evidence of delivering measurable growth. • Experience developing and implementing multi-channel marketing campaigns. • Experience managing digital marketing activity and external agencies, including SEO and PPC. • Experience managing a CRM and creating automated workflows and lead-nurturing journeys. • Experience with conversion rate optimisation and landing page development. • Experience using website and marketing analytics to inform decision-making. • Experience managing marketing budgets and reporting against KPIs and targets. • Experience creating marketing content and copy across digital channels. • Experience working independently and within a small team.	• Experience within higher education or student recruitment. • Experience within a membership, professional education, healthcare, nutrition or related organisation. • Experience working with international student recruitment.
Behavioural characteristics	• Highly organised and able to prioritise effectively.	

	• Resilient and able to work under pressure to meet deadlines. • Excellent written and verbal communication skills. • Proactive, commercially minded and results-focused. • Able to develop and maintain effective external networks. • Independent and self-managing, with the ability to take ownership and make decisions. • Collaborative and supportive, with the ability to work effectively within a small team. • Solutions-focused and adaptable when responding to challenges. • Data-driven, with a focus on measuring impact and improving performance. • Understanding of the importance of equality and diversity and commitment to an inclusive culture.	
Other	• Active engagement in ION staff supervision and performance management programme, and wider organisation activity • Hybrid working between Richmond, London and home • Occasional weekend work will be involved to cover Open Days and other events.	