

**At the AoEC we value diversity, and we welcome applicants of all backgrounds and identities. We are committed to fostering, across the company, an equitable and inclusive culture of belonging.**

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## Marketing Executive

**Full-time | 35 hours per week | Remote**

Are you a proactive and creative marketing professional who thrives on variety and loves a challenge? Do you have a problem-solving mindset and a 'can-do' attitude? If so, we'd love to hear from you!

We're looking for a talented Marketing Executive to join our small but ambitious marketing team. This role is ideal for someone who enjoys working across a diverse range of marketing activities, including:

- Creative design – bringing ideas to life visually
- Podcast and video editing & production – producing engaging digital content, including podcasts, promotional videos, and thought leadership materials
- Brand management – championing our brand identity and ensuring a consistent and high-quality presence across all marketing channels
- Content writing – crafting compelling and engaging copy
- Social media management – particularly LinkedIn
- Managing communications and supporting stakeholders, including our growing number of Global Partners
- General marketing support – contributing wherever needed to drive success

This is a broad skill set, but in return, you will be part of a B Corp-certified organisation that is passionate about making a difference through coaching. At the Academy of Executive Coaching (AoEC), we care deeply about people, the planet, and the impact we create.

As part of our remote team, you'll enjoy flexibility, work in a supportive, values-driven environment, and contribute to a company that genuinely puts purpose at its heart.

If this sounds like the right opportunity for you, please read the full job description and person specification below.

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## Job Description

### Key Responsibilities

#### Social Media & Content Marketing

- Create engaging social media posts, reels, and content
- Schedule and manage social media activity, ensuring consistent engagement
- Monitor performance and make data-driven improvements

#### Brand & Design

- Develop and maintain brand assets, ensuring consistency across platforms
- Organise and manage digital assets with proper version control
- Support brand messaging across all marketing materials

#### Digital & Website Management

- Maintain and update website content
- Ensure content is accessible and aligns with industry best practices

#### Multimedia & Events

- Edit and produce podcasts and videos for marketing and thought leadership
- Organise and host virtual events, webinars, and marketing activations

#### Stakeholder Engagement

- Serve as a key contact for AoEC's global partners, supporting their onboarding and marketing needs
- Collaborate across teams to enhance marketing campaigns and initiatives

#### Asset Management

- Ensure organisation and version control of all marketing assets, stationery, general templates, and branding of programme materials
- Communicate with internal and external stakeholders on version control and manage change request processes

## Person Specification

### Skills and Experience

Essential	Desirable
<ul style="list-style-type: none"> <li>Proficiency in Adobe Acrobat and Canva</li> </ul>	<ul style="list-style-type: none"> <li>Marketing qualification and/ or membership to a marketing body eg CIM</li> </ul>
<ul style="list-style-type: none"> <li>Experience managing social media scheduling and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Multimedia design or graphic design qualifications</li> </ul>
<ul style="list-style-type: none"> <li>Video, audio, and podcast production &amp; editing</li> </ul>	<ul style="list-style-type: none"> <li>Interest or understanding of coaching</li> </ul>
<ul style="list-style-type: none"> <li>Strong understanding of brand messaging and consistency</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of accessibility standards and best practices</li> </ul>
<ul style="list-style-type: none"> <li>Understanding of inbound marketing and lead generation strategies</li> </ul>	
<ul style="list-style-type: none"> <li>Experience creating and editing web pages using CMS (Django preferred)</li> </ul>	
<ul style="list-style-type: none"> <li>Experience organising and hosting virtual events</li> </ul>	
<ul style="list-style-type: none"> <li>Ability to evaluate and report on marketing activities, making strategic recommendations</li> </ul>	

### Behaviours and Competencies

Essential
<ul style="list-style-type: none"> <li>Highly organised with strong attention to detail</li> </ul>
<ul style="list-style-type: none"> <li>Creative and intuitive problem solver</li> </ul>
<ul style="list-style-type: none"> <li>Strong team player with excellent cross-functional communication skills</li> </ul>
<ul style="list-style-type: none"> <li>Ability to manage own priorities effectively</li> </ul>
<ul style="list-style-type: none"> <li>Professional, proactive, and adaptable</li> </ul>

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| <ul style="list-style-type: none"><li>• Willingness to learn and adopt a growth mindset</li></ul>  |
| <ul style="list-style-type: none"><li>• Alignment with AoEC's values – mindful of people, the planet, and ethical business practices</li></ul> |

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## Salary and Benefits

- Salary: £30,000 - £35,000 depending on experience
- Benefits:
  - Remote and flexible working
  - Learning and development opportunities
  - Internal coaching offering
  - Being part of a purpose-led, B Corp-certified organisation
  - Employee Assistance Scheme
  - Two paid volunteering days
  - A generous 25 days holiday allowance, plus an additional day's birthday leave, plus 8 bank holiday days
  - Pension contribution scheme

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## How to Apply

To apply, please complete the [application form](#) and upload your CV.

**Deadline for applications:** end of play Thursday 6 March 2025

**For more information, contact:**

Vicky Routledge, Head of Marketing  
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