



Recruitment Pack

**Senior Marketing
Executive
£32k-£36k +
benefits**

Aug 2026

Welcome

Thank you for your interest in joining our team! We're thrilled that you've discovered us and are eager to share more about this exciting role.

SAAF Education is a market-leading provider of business support services in the education sector. Our services include finance consultancy, payroll, HR, supply & recruitment, and internal scrutiny support. We're a key strategic partner to over 1000 schools, academies, and trusts.

Our mission is clear: to alleviate the burden on school business leaders by providing tailored support that supports them every step of the way. By streamlining processes, we empower educational leaders to focus on educational excellence and pupil care.

But we're not content to simply maintain the status quo. Continuously adapting, learning, and attentively responding to the needs of our clients, we've become the preferred choice for many institutions – and our ambition is to be the ultimate choice for all.

Central to our success is our belief that people are the cornerstone of our vision. We understand that success can be achieved with the support of an exceptional team.

Why SAAF?

At SAAF, we're dedicated to sharing our expertise with schools, academies, and trusts. To do this, we require a strong and talented team. We've shaped an open, positive, and collaborative culture which will allow you to flourish and develop.

[Read more about us](#)

Our Values



**Customer-
centric**



**Act
ethically**



Proactive



Trailblazers

Senior Marketing Executive JD

Role Overview

Fixed term for 12 months

Full time

SAAF Education is a trusted partner to an ever-growing network of schools, academies, and trusts, and as we continue to expand, we're seeking a senior marketing executive to join our team.

In this exciting role, you'll work closely with the head of marketing to develop and implement campaigns and content that showcase SAAF's range of service, driving revenue growth.

We're looking for a proactive, hands-on marketing professional who thrives in a fast-paced, ever-evolving environment. If you're someone who enjoys diving into every aspect of marketing, from strategy to execution, and brings expertise in multi-channel marketing, strong copywriting skills, and a flair for creativity – we want to hear from you!

Responsibilities

- Leading all marketing activities, including copywriting, collateral management, SEO, event planning, and campaign execution
- Planning, managing, and executing campaigns and projects
- Conducting market research to inform campaigns and content strategies
- Collaborating with the wider marketing and sales team, senior leadership, company partners, and stakeholders to drive marketing efforts forward
- Managing the delivery of SAAF's marketing strategy, executing marketing initiatives to drive revenue growth
- Developing and managing a content strategy across all platforms, including social media, website, and blogs
- Creating engaging, creative copy for a variety of channels including the company website, social media, blogs, emails, and other digital channels as well as ensuring strong, consistent messaging tailored to different audience segments
- Crafting client case studies and marketing plans to showcase success stories
- Creating reports and providing data-driven recommendations to the head of marketing to enhance marketing performance

Senior Marketing Executive

JD

Skills & Attributes

- A comprehensive understanding of all marketing areas, with the ability to stay informed about the education sector and market trends
- Minimum of two years' experience in a B2B marketing role
- Ability to work in a fast-paced environment with excellent attention to detail
- Outstanding written communication and copywriting skills, with the ability to adapt messaging to different channels and formats
- A self-starter, with a strong enthusiasm for marketing
- Creative, self-motivated, and a strong team player
- Proven experience in delivering successful marketing campaigns, content management, and strategic initiatives
- Bachelor's degree (preferred), educated to A-level standard (essential)

Benefits

- Flexible working
- Hybrid working model (minimum of 2 office days per week)
- 24 days of annual leave plus bank holidays (increasing to 30 with length of service)
- Professional development opportunities
- Employee assistance programme – providing mental health & wellbeing support
- Electric car salary sacrifice scheme
- A collaborative and supportive work environment

Interview Process

Stage 1: Initial call with the head of marketing to discuss your experience

Stage 2: Interview and take-home task

Stage 3: Discussion of take-home task