

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.

Independent Marketing Contractor (21 hours a week, 9 months)

This contractor opportunity: 9 months.

Position Overview

The AoEC is recruiting for an independent Interim Marketing contractor who will join us on a 9 month contract to cover an internal secondment. The contractor will be responsible for shaping and executing the organisation's overarching strategic marketing plan, as well as tailoring strategies for individual products and services to maximise market opportunities and drive demand.

The contractor will work alongside a team of three, fostering a collaborative and high-performing environment. They will develop and deliver a creative, multi-channel marketing approach that builds brand awareness and reputation, generates qualified leads, and ensures measurable outcomes across all activities.

Key Responsibilities

- Develop and oversee a comprehensive strategic marketing plan covering the AoEC brand, products, and services across both B2B and B2C markets.
- Translate strategy into actionable go-to-market plans and campaigns aligned with organisational goals.
- Manage the day-to-day marketing budget effectively, ensuring value for money and alignment with strategic priorities.
- Oversee the planning and execution of all inbound and outbound marketing campaigns, including SEO, digital marketing, advertising, referral sites, PR, conferences, and events.
- Ensure the creation, maintenance, and accessibility of all marketing collateral, working closely with the team and stakeholders.
- Maintain and evolve website content to reflect brand positioning and drive engagement.
- Uphold brand consistency across all channels and touchpoints, ensuring adherence to brand guidelines.
- Ensure marketing systems, processes, and technologies are fit for purpose and that the team is trained to use them effectively.

- Monitor, measure, and report on marketing performance through monthly updates and quarterly Board reports.
- Maintain a central library of marketing assets and ensure appropriate access and version control.
- Support and enhance partner relationships to strengthen brand reach and collaboration.
- Lead alumni engagement initiatives to encourage continued training and increase referral activity.
- Stay informed of marketing trends, innovations, and competitor activity, and adapt strategies accordingly.

Essentials

- The consultant must have proven suitable skills and experience as a Marketing Consultant in the areas outlined above.
- This is a temporary opportunity for a self-employed independent contractor to be engaged through their own company and they will therefore be responsible for their own taxes, National Insurance contributions. No employment relationship will be created as part of the engagement.
- This role is home based and will require good internet speed. There may be occasional requirement to travel to or around London for meetings and events.

Application process

Please send an expression of interest and recent bio with testimonials to jobs@aoec.com