



Further Education Marketing Specialists

An effective marketing strategy is essential if you want your organisation to succeed and grow. It aligns your business goals with marketing objectives and tactics, ensuring you have a clear direction and purpose. It also saves you money by making sure you invest in the right kind of marketing activities for your business.

Our services:

Marketing is a business critical function which often operates across various areas of your organisation. We have the expertise to operate across FE, building a solution which meets your needs, including:

Strategy

- Strategy review (including marketing, learner recruitment, admissions, advertising effectiveness)
- Review marketing team structures
- Support development of corporate strategy (vision, mission, values, straplines, USPs)
- Brand development and re-brands
- Embedding marketing into curriculum planning process

Delivery

- Mentoring of marketing staff, particularly those new to senior positions
- Delivery of tactical marketing solutions such as:
 - Pay Per Click advertising
 - Social media advertising
 - Media/advertising buying
 - Copy writing
 - Design and creative

FE Marketing Specialists

We are marketing experts with over 100 years experience in the FE sector across the team.

We understand this sector from the inside out having worked for many years in roles from Marketing Management to Executive Team level.

Using our combined knowledge of the FE sector along with our marketing expertise, we have worked with a number of colleges and learning providers to drive their marketing strategies forwards with clear focus and impact.



John Gray

Owner and Director

- Chartered Marketer and CIM Fellow
- Over 20 years' experience in the FE and HE sector, including 10+ years at Executive Team level
- Expertise in marketing, learner recruitment, business development, curriculum strategy and planning

Jim Manning

Owner and Director

- MBA Qualified with over 15 years' marketing experience including the FE Sector
- Expertise in marketing strategy and digital marketing (social media and Pay Per Click advertising etc.)



Sally Steadman

Senior Associate

- Chartered Marketer and CIM Fellow with over 20 years' experience in marketing, including 10 years marketing and admissions leadership experience in HE & FE
- Expertise in marketing, business strategy and business and partnership development



We also work with a group of experienced associates with a wide range of marketing and FE expertise.

What our FE clients say about us...

Bournemouth College

"The consultants engaged with our team and internal stakeholders in a way that was supportive and thorough: listening to, and then synthesising views and other information to put together a clear and detailed picture."

Phil Sayles, Principal & Chief Executive

Sheffield College

"Jim helped us to identify key conversion events along the customer journey and advised on how to best allocate marketing budget, track leads and build campaigns that speak to complex, segmented audiences."

Holly Anderson, Head of Marketing



HRUC College

"Gray Manning provided an excellent service in reviewing our current marketing strategy. After conducting internal research, presented us with considerations on taking a different approach to how we think about marketing and the changes we can make to maximise our engagement opportunities. Some real takeaways that we have immediately adopted." *Jo Withers, Principal*

Northern College

"At a vital time for student recruitment we found the expertise and input from John and his colleagues invaluable. Through a collaborative approach we created a clear marketing strategy for the college which is now having a positive impact on student recruitment."

Emma Beal, Assistant Principal Curriculum