

Company:	ATHE Ltd (Awards for Training & Higher Education)
Job Title:	Project Manager – ATHE Academy
Job Type:	Full-time – one-year fixed term contract; option to extend
Reports to:	Head of Strategic Partnerships and Projects
Place of Work:	Norwich head office / Hybrid working;

Role Purpose

The Project Manager will play a critical role in ensuring the successful development, growth and long-term sustainability of the ATHE Academy, a newly launched virtual learning and information platform designed to complement ATHE's regulated qualifications.

This role combines project management, stakeholder engagement, sales and marketing support, and customer liaison, ensuring that the ATHE Academy delivers value to ATHE Centres, learners, universities, and partners. The post-holder will proactively identify opportunities for growth, champion ATHE's value proposition, and ensure projects are delivered efficiently, compliantly, and to a high standard.

This role will:

Oversee the development and growth of the ATHE Academy, providing products and services to ATHE customers and stakeholders:

- Manage the ATHE Academy project from initiation to completion: Ensure projects are delivered on time, within scope, and on budget.
- Coordinate the ATHE Academy offer and manage resources: Facilitate communication between stakeholders and ensure all deliverables meet required standards.
- Set project milestones and monitor progress: Keep stakeholders informed and engaged throughout the project lifecycle.
- Ensure compliance with regulations: Adhere to legal and regulatory standards, including safety and statutory regulations.
- Market and promote the ATHE Academy via our website and social media platforms to ensure the maximum reach to customers.
- Champion ATHE's value proposition, uncovering new opportunities for increased learner engagement, cross-selling across the portfolio, and promoting ATHE qualifications, endorsements and university partners.
- Improve visibility of customer performance, insight, sentiment and growth potential via CRM utilisation and continuous feedback loops.
- Identify new opportunities and influence product development to meet market needs.
- Coordinate with the Head of Strategic Partnerships and Project and Finance colleagues to ensure income and expenditure are within the agreed budget.

The post-holder will be/able to:

- Deliver End-to-End Projects: Manage digital academy projects from concept through to launch and evaluation, ensuring delivery on time, within scope, and within budget.
- Experienced in project management and relationship-driven sales, preferably within an education or service sector environment.
- A confident communicator, commercially aware and naturally proactive in identifying growth opportunities.
- Highly organised, collaborative and analytical with an eye for data-driven decision making and service improvements.
- Have an excellent knowledge of delivering growth through a virtual learning environment, with excellent IT technical skills.
- Have an excellent sales approach to bring growth and facilitate budget achievement

Principal Accountabilities:Project Management of the ATHE Academy

- Work alongside the Head of Strategic Partnerships and Projects to develop and maintain an in-depth understanding of ATHE's current portfolio and services, existing customer database, the customer lifecycle and centres' current level of engagement with ATHE.
- Deliver structured touchpoints with stakeholders and partners to ensure that the ATHE Academy is successful and complements our current products and services.
- Develop account plans to identify growth opportunities including increased product take-up, partnership development and new business.
- Increase effective engagement with universities, stakeholders and key decision makers to maximise take-up of the ATHE Academy offer.
- Act as a point of liaison between colleagues and the Head of Strategic Partnerships and Projects.

Business and Partner Engagement

- Support the Head of Strategic Partnerships and Projects in coordinating structured meetings with multiple stakeholders, developing excellent partner relationships, including partner universities.
- Ensure that the products within the ATHE Academy are agreed and business plans and contracts are in place.
- Collect feedback and market intelligence from users and partners, providing actionable insights to the Leadership Team.
- Contribute to growth-focused initiatives and campaigns, supporting wider team activities to increase uptake of ATHE products and services within the ATHE Academy.

Data, Reporting and Insight

- Maintain accurate CRM records for contacts, transactions, outcomes, and opportunities.
- Work with the internal customer service and marketing team to track performance, including registrations, uptake on products, and customer sentiment.
- Work with the Finance team to support timely management accounts reporting against budget.

Internal Collaboration and Continuous Improvement

- Work closely with the Head of Strategic Partnerships and Projects, Business Engagement, Operations, Quality & Assessment and Qualifications Development to deliver a seamless customer experience.
- Contribute feedback from users to guide service enhancements.
- Help shape the evolving ATHE Academy, providing systems improvements and automations that enhance customer experience and operational efficiency.

Sales and Marketing Excellence

- Drive the commercial success of the ATHE Academy by supporting and delivering targeted sales and marketing initiatives that increase awareness, engagement, and uptake across Centres, learners, and partners.
- Work closely with Marketing and Business Engagement colleagues to align campaigns, messaging, and outreach activities with ATHE's strategic priorities and value proposition.
- Support the development and execution of integrated marketing campaigns across digital channels, including the ATHE website, CRM, email marketing, and social media platforms.
- Identify and segment target audiences, ensuring communications are relevant, timely, and aligned to customer needs and lifecycle stages.
- Champion the ATHE Academy offer in all external and internal interactions, clearly articulating its benefits and role within the wider ATHE portfolio.
- Use CRM data and performance metrics to track campaign effectiveness, lead conversion, and customer engagement, making data-informed recommendations for improvement.
- Support cross-selling and upselling opportunities by promoting relevant qualifications, endorsements, and university pathways within the ATHE Academy.
- Gather and apply customer and partner feedback to refine marketing messages, improve the customer journey, and enhance product positioning.
- Ensure all sales and marketing activities are compliant with regulatory, brand, and quality assurance standards.

Person Specification

The post-holder will be able to demonstrate:

- Proven experience delivering end-to-end projects, ideally within education, training, digital platforms, or service-led environments.
- Strong project management expertise, with the ability to manage multiple workstreams simultaneously.
- Experience in relationship-driven sales or commercial roles, with a clear focus on growth and customer value.
- Excellent communication, stakeholder management, and negotiation skills.
- High levels of organisation, collaboration, and analytical thinking, with a data-driven approach to decision-making.
- Strong understanding of virtual learning environments and digital platforms, supported by excellent IT skills.
- Commercial awareness with a proactive mindset for identifying and delivering growth opportunities.

Desirable

- Experience working with learning platforms, LMS systems, or EdTech solutions.
- Project management qualifications (e.g. PRINCE2, Agile, PMP).
- Experience working with higher education institutions or awarding organisations.

Person Specification

Education and Training	Essential	Desirable
Educated to degree level or equivalent experience	✓	
Evidence of relevant continuing professional development	✓	
Qualifications in an Education, Business or Management discipline an advantage		✓
Relevant Experience		
Experienced of working in a project management role.	✓	
Experience of working in a role in the UK education sector, or service sector.		✓
Understanding of awarding organisations, their role and the market they operate in		✓
Customer-facing experience with demonstrable impact and influence at a management level	✓	
Skills / Qualities		
Proactive and results-focused - able to manage accounts and customer engagement independently	✓	
Strong relationship-building skills - able to engage centres, partners, and colleagues effectively	✓	
Collaborative team player – works well with office and field colleagues to deliver shared goals.	✓	
Clear communicator – able to influence, advise, and guide centres professionally.	✓	
Commercially aware – understands how account activities contribute to growth and performance.	✓	
Analytical – able to interpret CRM data, customer feedback, and account insights to inform action.	✓	
IT literate – sound familiarity with MS Office suite and able to input effectively into web design and social media plans	✓	
Organised and detail-oriented - able to plan, prioritise, and deliver structured account management.	✓	
Adaptable – comfortable in a fast-paced, changing environment while maintaining service quality.	✓	
Full clean driving licence – for occasional travel to centres and partner meetings.		✓