

*'We make great things happen
by being smart-thinking and capable,
with a personal touch'*



Marketing Training Developer

Us

Imparta improves its clients' business performance in the areas of sales, marketing and service, using highly practical and researched approaches and an integrated solution that goes well beyond simple training interventions. Imparta's Capability Building® system combines assessment, training, coaching, application tools and impact measurement, using leading edge technologies to create sustainable performance improvement.

Founded in 1997, Imparta was recently ranked among the top three global sales training companies by the US-based consultancy ES Research Group. Imparta has grown through the recession and is achieving global growth around the world. Clients include GE (Imparta is a primary provider of sales training to GE's global salesforce), Telefonica O2 (for whom Imparta runs multiple Sales Academies, a Marketing Academy, and a Retail Academy), Lloyds TSB, Intelsat, Hewlett Packard, Alcatel-Lucent and the WPP Group, along with several public sector bodies. Imparta is backed by GE Capital, and the Board includes senior professors from London Business School and the Judge Business School, University of Cambridge.

Role

This role will involve hands on design, development and deliver, as well as helping to execute the train the trainer processes/assessments. Whilst the role will be varied, key elements of the role will include tasks such as:

- Working closely with clients and internal teams to conduct client needs analyses
- Tailoring existing marketing content to meet specific client learning needs
- Supporting the development of new training interventions across a range of marketing disciplines, either as lead developer or with outside expert marketing support
- Developing specific outputs (with support from the Production team) including slide decks, workbooks, role-plays, faculty guides and supporting materials such as capability assessments, knowledge quizzes and application tools
- Employing creativity and skill to ensure that our content and learning interventions have real and lasting impact on our client's marketing activities
- Delivering interactive, engaging and thought provoking interventions, whether in a virtual environment, online or in a classroom

You?

- A strong commercial background in marketing
- Formal senior qualification in marketing, giving a wide spectrum of knowledge of marketing concepts and IP
- Broad marketing practitioner experience
- At least three years of relevant instructional design experience and specific experience of designing and delivering marketing learning interventions
- Experienced in dealing with blue chip organisations across a range of industries
- Comfortable delivering marketing with a facilitative and energising style of delivery
- Knowledge and experience of designing across a range of environments, in particular classroom and online
- Clear and concise communicator, with writing skills to publishable standard
- Resourceful and capable
- Builds trust, confident
- Imaginative, creative and energising
- Team player, accountable and self motivating
- Expert, commercially astute, seeing the whole picture
- Proven track record of working to tight deadlines accurately and sensitively
- Lives within a 90 minute commute of Parsons Green or willing to relocate (UK based applicants only please)
- Resilient
- The legal right to remain and work in the United Kingdom for the next three years minimum



Email your CV with covering letter to: [recruitment @imparta.com](mailto:recruitment@imparta.com)

Strictly no agencies

www.imparta.com

Imparta is an equal opportunities employer

Terms: Full time

Salary: £Neg