# Job Description

**Position Marketing Executive (Engagement)**

**Band: Job Band 5**

**Department: Digital**

**Reports to: Digital Marketing Manager**  
**Hours:** **35 hours per week** (**Full Time)**

**Location: Tamworth (with occasional travel)**

**Salary Range: £25,000 - £30,000 (per annum)**

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| **Overview:**  The Institute of Leadership & Management is a professional membership body, here to inspire great leadership, everywhere. We're proud of our long-standing heritage, but our passion to innovate and challenge the norm steers us to the future. Our commitment to delivering leading insight and world-class service to our members drives us forward, but all this is only possible thanks to our people and team spirit.  To help accelerate our ambitions, we’ve embarked on an exciting growth phase - expanding our team and further extending our reach Internationally. Want in? Join us and be part of the journey! |
| **Job Purpose**:  The Engagement Marketing Executive role is part of a dynamic team, reporting to the Digital Marketing Manager. The role requires a driven and motivated individual to be responsible for the creation and delivery of all digital communications to the Institute’s members and customers, with an overall goal of increasing engagement.  We’re looking for a hands on, creative and results driven individual who is full of ideas, embraces change and constantly looks for new ways to innovate and challenge the status quo. |
| **Role and Responsibilities:**   * You will have proven experience of producing engaging comunications across current and future digital channels. * You will proactively design and develop member/business communications with the objective of encouraging interaction with our existing and future learning solutions. To include up and cross selling new products and services, with the ultimate aim to build and grow an engaged customer base. * Ensuring all campaigns are aligned to our corporate brand, values and voice. |

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| * Generating regular emails to our existing membership base/business customers, with the aim of increasing and growing engagement and interactivity. New ideas and creative input is essential. * Managing all social media content ensuring all communications are integrated with broader campaigns. * Responding to social media feedback to proactively engage followers in dialogue. * Use strategies to grow our social following. * Be innovative and propose ideas to use new/emerging social engagement methods and techniques. * Generating new engaging content and updating existing content, as part of our content marketing strategy. An understanding of SEO would be advantegous. * Assisting with system issues and new requirements through our 3rd party web agency. * Analysing and reporting campaign results on a weekly basis, using Social insights and Google Analytics. Working with the Digital Marketing Manager to interpret outputs and identify improvements. * Achieving results based on a clear set of KPI’s designed to measure ROI. * Working with marketing colleagues and the wider business to develop and deliver marketing plans for all member/business customer communications. * Ensuring all marketing activities are delivered within predetermined timescales and budgets and are GDPR compliant. * Monitoring competitor activity across all channels to identify trends and opportunities for future targeted campaigns. |
| **Key Skills and Experience:**   * Proven experience of creating and running successful digital marketing campaigns. * Experience of identifying appropriate messaging strategies to influence and increase audience participation and engagement e.g. pitch, tone, emphasis. * Excellent written and communication skills. Able to write clearly and interact well with audiences at all levels. * Copywriting experience advantageous. * Experience of using an email management system e.g. Dotmailer or equivalent * Experience of using CRM systems e.g. Microsoft Dynamics - primarily to segment and extract data for emailing purposes. * Proven experience of using organic social media, across multiple channels – Twitter, LinkedIn and Facebook. * Experience of using ‘current’ social media methods desirable e.g. live video. * Experience of using Hootsuite is desirable. * Experience in updating websites using a CMS is desirable. * Basic understanding of SEO and SEO tools (MOZ, Google Search Console) is desirable. * Numerate and able to work with and interpret data. * Highly accurate with meticulous attention to detail. |

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| * Excellent organisational and project management skills to ensure projects are delivered within scope, time and budget. * Able to effectively pass on clear information to others. Good listening skills. * Commercially astute, with an appreciation of the impact of own actions and decisions on others and the wider-business. * Innovative approach to problem-solving, considering the wider costs and benefits of potential actions. * Previous experience of briefing and managing relationships with external agencies, including rate negotiation and agreeing service levels and time-scales. * Takes ownership and responsibility for personal actions/contribution and projects. * Able to act on own initiative and work unsupervised, working well independently but also as part of a team. * Willingness to travel to other UK sites and customers premises. * Holds a full UK/EU Drivers licence. |