

## JOB DESCRIPTION

<b>Position</b>	<b>Marketing Executive (Acquisition)</b> <b>Fixed term contract for Maternity cover</b>
<b>Band:</b>	<b>5</b>
<b>Hours:</b>	<b>Full time</b>
<b>Location:</b>	<b>Home based, with occasional travel to attend meetings/ events as required</b>
<b>Reports to:</b>	<b>Digital Marketing Manager</b>

### Overview:

We're a global community of managers, passionate about the difference that leadership makes to people's lives.

For over 70 years, we've been supporting people to develop great leadership practice.

Our experience keeps us grounded: Our ambition drives us to inspire great leadership, everywhere.

### Job Purpose:

The Marketing Executive (Acquisition) role forms part of a dynamic team, reporting to the Digital Marketing Manager. The role requires a driven, motivated and organised individual who will be responsible for the creation and delivery of all marketing communications to new individuals and organisations, with the overall objective to increase customers.

We're looking for a hands on, creative and results driven individual who is innovative and full of ideas, who embraces change and constantly looks for new ways to innovate and challenge the status quo. You will have proven experience of managing campaigns across multiple channels, including digital.

### Role and Responsibilities:

- Proactively sponsoring and accelerating The Institute's brand and position in the market place.
- Identifying and engaging new audiences to increase membership levels through credible and targeted marketing campaigns, that nurture long and financially viable relationships and are aligned to The Institutes brand and values.
- Design and develop external-facing digital marketing communications and ensure they are GDPR compliant.
- Working with marketing colleagues and the wider business to develop ideas, plan, schedule and deliver integrated marketing and social media campaigns that focus on individual and corporate acquisitions. Products include: Membership (individual and corporate), Corporate Learning Programmes, Programme accreditation and short courses.

- Be responsible for delivering a robust social media plan in line with the social strategy, with the aim to to grow our brand and achieve key goals across the organisation. Own the social media schedule and content plan.
- Act as marketing lead for The Institute’s online community, ‘The Hub’, including ongoing community management to deliver growth.
- Generating email communications, e.g. using targeted lists, to promote activities, campaigns and new products with the aim of maximising audience reach, penetrating new markets whilst retaining consistency of approach e.g. ‘tone of voice’ and alignment to the commercial agenda and company values.
- Edit podcasts and video content to ‘make ready’ for the website. Create snippets to be used to promote.
- Blog writing on leadership themes, by repurposing existing articles
- Creating and reporting on Paid Social campaigns on LinkedIn. Manage click budgets.
- Creating and designing new website content, and update existing content whilst maintaining our corporate voice.
- Ensure all marketing campaigns are delivered within predetermined timescales and budget(s).
- Working closely with the Digital Marketing Manager to brief and manage 3<sup>rd</sup> party relationships including the Web Agency and Designer.
- Analyse and report campaign results on a weekly and monthly basis, using Google Analytics and working with the Digital Marketing Manager to interpret outputs and identify improvements.
- Working with the Digital Marketing Manager to identify market changes and trends, to support informed decision-making in relation to targeting and penetrating new markets and customers.
- Any other tasks reasonably assigned for the proper performance of the role.

### **Key Skills & Experience:**

#### **Essential**

- Proven experience of creating and running successful Marketing campaigns in a B2B/B2C environment.
- Excellent communication skills - able to write clearly and interact well with audiences at all levels. Good listening skills.
- Able to write engaging content, which is in line with our Tone of Voice.
- Experience of designing and implementing organic social media campaigns across LinkedIn, and Twitter.
- Experience of using video and podcast editing tools e.g. Premiere Pro.
- Experience of updating websites using a CMS.
- Experience in using Dot Digital email management systems, or equivalent.
- Proficiency in MS Office 365, One Drive, and a variety of other productivity tools, such as Sharepoint, Microsoft Teams and Zoom.
- Excellent organisational and project management skills to ensure projects are delivered within scope, time and budget.
- Able to understand and match customer needs with commercial needs/objectives.
- Commercially astute, with an appreciation of the impact of own actions and decisions on others and the wider business.
- Customer centricity – strong customer focus (internal and external).

- Innovative approach to problem-solving, considering the wider costs and benefits of potential actions.
- Highly accurate with meticulous attention to detail.
- Takes ownership and responsibility for personal actions/contribution and projects.
- Ability to act on own initiative and work unsupervised, works well independently but also collaboratively as part of a team. An adaptable approach to tasks and enjoys a challenge.
- Numerate and able to work with and interpret data.
- Willingness to travel to other sites and customers premises.

**Desirable**

- Full UK driving licence
- Qualified to A level standard or equivalent
- E-commerce background or experience of working for a marketing agency (across various types of industries and products) is desirable.
- Copy writing experience is desirable. Have an understanding of CRM systems (MS Dynamics CRM) and Data Segmentation is desirable.
- Experience of Google Analytics or equivalent analysis tools desirable.
- Experience of managing Social Media Paid campaigns on LinkedIn is desirable.
- Previous experience of managing external resources e.g. agencies/suppliers, is desirable.