

JOB DESCRIPTION

Position	Marketing Executive (Engagement)
Band:	Job Band 5
Hours:	Full Time
Location:	Tamworth (with occasional travel)
Reports to:	Digital Marketing Manager

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 Marketing Executive (Engagement) role forms part of a dynamic team, reporting to the Digital Marketing Manager. The role requires a driven, motivated individual who will be responsible for the creation and delivery of all marketing communications to The Institute's membership base.

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 Institutes brand and position in the market-place.
- Building long and trusted relationships with members and business customers to increase engagement, through credible and targetting marketing campaigns, that nurture long and financially viable relationships, aligned to the Institutes brand and values.

- Proactively design and develop member/business customer communications with the aim of maximising audience reach, penetration and introducing opportunities for up and cross selling new products and services, including; research, webinars, events and our unique digital learning platforms 'My-Learning' and 'My-Coaching'.
- Working with marketing colleagues and the wider business to develop and deliver marketing plans for all member/business customer communications
- Ensure all marketing activities are delivered within predetermined timescales and budgets and are GDPR compliant.
- Achieving results based on a clear set of KPI's designed to measure ROI, producing regular reports to monitor marketing activity against plan.
- Using Google Adwords, Bing, YouTube and other online marketing tools to promote The Insititute. Manage click budgets.
- Generating weekly 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.
- Creating and designing new website page content and updating existing content whilst maintaining our corporate voice.
- Managing system issues or new requirements through the 3rd party web agency.
- Managing all social media content and schedules.
- Forward planning to ensure social media activities are integrated with all other marketing activities across the business and aligned to our corporate brand, values and voice.
- Proactively generate strategies to drive engagement and increase follower growth.
- Responding to social media feedback to proactively engage followers in dialogue.
- Be innovative and propose ideas to use new/emerging social engagement methods/ techniques.
- Monitoring competitor activity across all channels to identify trends and opportunities for future targeted campaigns.
- Act as department representative at regular (internal) meetings, informing the wider-business on marketing activities, campaign success etc.. Identifying marketing opportunities and sharing these with the marketing team.
- Briefing and managing the relationship with external agencies, including rate negotiation and agreeing service levels and time-scales.
- Analyse and report campaign results on a weekly basis, using Google Analytics and working with the Digital Marketing Manager to interpret outputs and identify improvements.
- Working with the Digital Marketing Manager to analyse campaign results to identify membership changes and trends, to support informed decision-making in relation to maximising retention levels and increasing audience engagement and participation.

Key Skills & Experience:

- Proven experience of creating and running successful Marketing campaigns.
- Previous experience of working in an environment where engagement was a KPI target.
- Experience in updating websites using a CMS and Dot Mailer email management systems, or equivalent.

- Experience of using CRM systems e.g. Microsoft Dynamics - primarily to segment and extract data for emailing purposes.
- Previous experience of using Google AdWords, Bing, YouTube, MS Office (Excel to intermediate level), Outlook and the internet.
- Proven experience of organic social media.
- Experience of using current social media methods e.g. live video.
- Experience of using Hootsuite desirable.
- Able to write engaging social adverts and engaging content, persona segmentation.
- Copywriting experience advantageous.
- Basic understanding of SEO strategies (MOZ, Google Search Console).
- 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.
- Experience of identifying appropriate messaging strategy to influence and increase audience participation and engagement e.g. pitch, tone, emphasis, segmentation.
- Previous experience of managing external resources e.g. agencies/suppliers.
- 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.
- Excellent written/communication skills, able to write clearly and interact well with audiences at all levels.
- Possess strong influencing and presentation skills.
- Able to effectively pass on clear information to others. Good listening skills.
- Highly accurate with meticulous attention to detail.
- 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.
- Numerate and able to work with and interpret data.
- Willingness to travel to other sites and customers premises.
- Holds a full UK/EU Drivers licence.