

JOB DESCRIPTION

Position	Marketing Executive (Acquisition)
Band:	Job Band 5
Hours:	Full Time (Fixed Term Contract for Maternity Cover)
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.

Our current Marketing Executive (Acquisition) is going on maternity leave and as a result an opportunity has arisen for someone to cover this position during her absence. Want in? Join us and be part of the journey!

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 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 and revenue.

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.

Role and Responsibilities:

- Proactively sponsoring and accelerating the Institutes brand and position in the market-place.
- Working with marketing colleagues and the wider business to develop and deliver acquisition campaigns and marketing plans that focus on individual and corporate acquisitions.
- Design and develop all external-facing digital marketing communications and ensure they are GDPR compliant.

- Ensure all marketing activities are delivered within predetermined timescales and budget(s).
- Achieving results based upon a clear set of KPI's designed to measure ROI based upon new customer acquisitions, 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.
- Using Social Media Paid search tools (in particulr LinkedIn) to promte the The Insititute. Managing clicks budgets
- Supporting the Digital Marketing Manager in the delivery of SEO content strategy and technical updates in order to improve website optimisation.
- Creating and designing new website landing page content ensuring that the focus remains on customer acquisition and maintaining our corporate voice.
- Briefing and managing the 3rd party or inhouse Designer in relation to advert generation, including rate negotiation and agreeing service levels and time-scales.
- Working closely with the Digital Marketing Manager to ensure weekly briefings are conducted with the 3rd party Web Agency responsible for delivering acquisition driven website requirements, to include managing schedule of works.
- Generating ad-hoc email communications on behalf of The Institute e.g. using targetted lists, to promote activities, campaigns and new products with the aim of maximising audience reach, whilst retaining consistency of approach e.g. 'tone of voice' and alignment to the commercial agenda and company values.
- Analyse and report campaign results on a weekly basis, using Google Analytics and work with the Digital Marketing Manager to interpret outputs and identify improvements.
- Working with the Digital Marketing Manager to analyse campaign results to identify market changes and trends, to support informed decision-making in relation to targeting and penetrating new markets and customers. Implement the Test and Learn approach
- Identifying synergies and opportunities in activities undertaken by other departments and across the wider business and mirror these into integrated social media and marketing campaigns.
- Act as department representative at regular (internal) meetings, informing the wider-business on marketing activities, campaign success etc..

Key Skills & Experience:

- Proven experience of creating and running successful digital marketing campaigns.
- Proven experience of using Google AdWords, Bing and YouTube paid advertising techniques
- Able to write engaging content, copywriting experience advantageous.
- Experience in designing conversion-oriented webpages and communications
- Can demonstrate an understanding of SEO strategies, including interpretation and implementation of technical issues (MOZ, Google Search Console).
- Have experience of conceptualising, creating and managing Social Media Paid campaigns, in particular LinkedIn
- Experience of using Google Analytics, to analyse campaign results
- Experience of updating websites using a CMS.
- Have an understanding of CRM systems (MS Dynamics CRM), Data Segmentation is desirable.

- E-commerce background/experience of working for a marketing agency (across various types of industries and products) is desirable.
- Strong influencing skills, presentation skills desirable.
- Excellent organisational and project management skills to ensure projects are delivered within scope, time and budget.
- 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.
- Innovative approach to problem-solving, considering the wider costs and benefits of potential actions.
- Able to effectively pass on clear information to others. Good listening skills.
- Highly accurate with meticulous attention to detail.
- Ability to act on own initiative and work unsupervised, works 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.