



ROLE SPECIFICATION

Job title: Marketing Coordinator

Reports to: Marketing Manager

Date: October 2021

Job purpose

The purpose of this job is to support and develop the marketing activity of the Institute.

Dimensions:

- The job holder has a coordination role in directly delivering or supporting sales and marketing activities across all Institute services through the use of the full marketing mix
- Responsibility for timely and accurate direct marketing campaigns
- The job holder deals with internal and external suppliers of sales and marketing related services, including printers, designers, research agencies and suppliers of promotional goods
- The job holder plays a pivotal role in membership recruitment, engagement and retention through delivery of effective and efficient administration

Principal Accountabilities:

- Coordinate online and offline marketing campaigns through the conception, design, production and implementation process to support the Institute's growth objectives.
- To deputise on behalf of the Marketing Executive as and when required
- Promote excellent customer service to all CIPP business departments through effective communications and attention to detail
- To work with other members of the marketing team and colleagues in other departments, to deliver projects and processes across the entire marketing mix
- To support the general brand positioning and awareness goals of the Institute

- To work with other members of the marketing team, as well as peers in other departments, as necessary in line with the corporate goals of the CIPP
- To coordinate with the marketing executive and the events team the marketing requirements for specific events and conferences
- Assist the marketing manager and marketing executive associate director of marketing and business development by managing the marketing inbox and ensuring queries are dealt with in a timely manner
- To make and upload web amends in a timely and accurate manner as and when needed
- To be responsible for updating external supplier's website's training course information
- To attend CIPP and external events
- To assist the marketing executive in creating compelling copy for campaigns.
- To manage the Institutes social media accounts and update organic social media posts
- To collate content and images for the Institutes Professional magazine from internal and external stakeholders
- To assist the marketing executive with analysing and reporting campaign results
- Assist the marketing executive and the marketing manger with the delivery of the National Payroll Week events to ensure a successful week
- To work with the marketing executive and the business development executive to ensure third party campaigns are executed, tracked and reported to sponsors/advertisers
- Proof reading of all copy, marketing and external communications
- Any other reasonable duties that are required

This role requires some travel, overnight stays and weekend working.

The above principal accountabilities are to be carried out within pre-determined budget constraint, timescales and quality standards.

Job Context:

- The role's core focuses are support of revenue and brand growth
- The job holder will work closely with colleagues in the marketing, sales and design teams and to assist in the delivery of all marketing materials and will work within a tightly knit team at the CIPP.
- The requirement on the job holder is to represent the CIPP as a highly professional body
- The job holder will work within a tightly knit team, including the business development director, marketing manager, marketing executive, business development executive, creative manager and designer.

What drives the role?

- This is a fast-paced role requiring self starter skills
- Meeting planned timescales and budgets are critical to the performance of this role, as is the ability to work with peers and more senior colleagues in other departments and divisions
- Accuracy and attention to detail is important to maintain the image of the Institute
- Willing to learn and apply new skills

Nature and Scope of Working Relationships

- As the role encompasses differing responsibilities, the post holder organises his/her workload and pace of to meet the requirements of the role thus working to and delivering to all the concurrent and often conflicting deadlines. Meeting planned timescales and budgets is critical to the performance of this role, as is the ability to work with peers and more senior colleagues in other departments.
- The role is not standalone but is part of a 'one team' culture which requires sharing of ideas and willingness to support all business areas. The aim is to enable the overall corporate objectives to be satisfied.
- This is a fast-paced role requiring self-starter skills, as well as the ability to think clearly under pressure. Accuracy and attention to detail is important to maintain the image of the Institute.
- The job holder will be a highly motivated and creatively thinking individual who can understand the complex 'sell' of a profession and help to deliver it credibly and successfully to new and potential members and employers.

Nature and scope of working relationships

Working relationships exist from the CEO of the organisation through all levels of staff to contract staff, students and delegates. Accurate communication in this position, as is the case with all team members, is vital as information needs to be correct to enable a successful service.

It is also necessary to build and maintain internal relationships throughout the business. Key internal stakeholders for this role include:

- Business Development Director
- Marketing Manager
- Events Manager
- Membership Manager
- Education Manager
- Marketing team
- Design team

- Sales team
- Senior Leadership team
- Board directors
- Internal staff

The post also requires the ability to build and maintain external relationships with suppliers, customer organisations and trainers through written/verbal communication and to receive and provide a good level of product/service.

The post holder is required to assist in all areas of the total business as required to cover busy periods, sickness and authorised and unauthorised leave.

Particular challenge

The main challenge is to provide a constant professional image for the organisation and to meet all deadlines to time and quality. While ensuring the CIPP's targets are being met and increasing membership engagement, retention, and acquisition.

Skills, knowledge and attributes

The post holder will need to be IT literate to a high standard, which should include working knowledge of all Microsoft Office packages.

The post holder will need to have sound communication and organisational skills and an ability to manage complete organisational projects. They must remain calm, proactive, professional, tolerant, flexible and be able to work to deadlines. The post holder must also be confident, have good attention to detail and a friendly telephone manner.

- Demonstrate a desire to take the business forward
- Understanding of key marketing principles and processes in practice is essential
- Excellent written and verbal communication skills
- The ability to work on own initiative and to prioritise own workload, as well as the workloads of others within the team
- Attention to detail and accuracy are essential
- Ability to work to tight deadlines
- Willing to learn and apply new skills