



ROLE SPECIFICATION

Job title: Marketing Manager
Reports to: Business Development Director
Date: November 2021

Job purpose

The purpose of this job is to effectively, efficiently and successfully implement and deliver the marketing strategy, supporting the overall business strategy and objectives for the CIPP.

This area of the business works to a very high level and at an extremely fast pace. The workloads will vary but will always provide new challenges. The Marketing Manager will be expected to be self-sufficient and undertake projects/tasks set by the Business Development Director. This role will generate a number of activities from a wide range of meetings. At all times this role must seize opportunities to maximise the opportunity to promote the profession and the CIPP's services commercially.

Dimensions

- The job holder plays a pivotal role in directly delivering sales across all Institute services through fully utilising all elements of the marketing mix
- The active customer / prospect database managed by the marketing and membership team includes current and past customers / members, as well as a large prospect database of large corporate and SMEs. The job holder has responsibility for maintaining the database and ensuring relevant contacts are acquired and developed accordingly.
- The job holder will deal with customers of the Chartered Institute, including members, students and corporate clients
- The job holder deals with external suppliers of sales and marketing related services, including printers, suppliers of promotional goods, data providers and external media.

Principal accountabilities

- To implement, in line with overall corporate strategy, the marketing and business development plan (incorporating direct sales, marketing planning and promotional activities) which delivers growth in revenue and customer base. Brand strength and awareness are also key goals within this development plan.
- To raise the profile of the CIPP through planning and implementing effective PR and social media strategies which are in line and co-ordinated with the overall marketing, business development and organisational strategies and objectives in order to maintain and increase brand awareness, ultimately positioning the CIPP as the organisation to go to for a comment in payroll, pensions or reward. This will include, but is not restricted to:

- Involvement in various awareness weeks and days which may increase the CIPPs brand exposure for specific initiatives
 - Planning, implementation and analysis of research which will generate interesting and newsworthy headlines
 - Working with other departments to establish creative ideas for PR and social media campaigns linked with objectives
 - Develop and maintain relationships with key press contacts as identified by the CIPP
 - Research, identify and recommend key press contacts based on industry knowledge and understanding of the issues which interest their readership
 - Producing nominations for the CIPP in relevant award categories which will increase the overall brand position of the CIPP and its products and services
- Line management of the marketing executive, the sales executive, the business development executive and the creative manager, to ensure the successful delivery and implementation of the marketing and sales plans; as well as achievement of targets
 - To work closely with other managers within the organisation to deliver agreed revenues, customers, and other goals, requiring both the building of communication and understanding with peers, as well as the ability to schedule and plan in great detail so that the responsibilities of all parties to the plan are understood and agreed
 - To achieve revenues from promoting the Institute's range of products and services using the full marketing mix
 - To identify new customers and new business opportunities
 - Creating and editing marketing copy that is accurate, well-researched and meets the Institute's needs and deadlines
 - Ensure that the CIPP is compliant with relevant data protection legislation relating to marketing and sales
 - To develop, and implement, an effective internal communications plan within the CIPP
 - To deliver other business development or marketing related projects or ongoing operational issues as required for the role

This role requires frequent travel, overnight stays and occasional 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 and is integral to the membership and marketing function within the CIPP.

The job holder will work closely with colleagues and delegates effectively within the team to deliver agreed process outcomes and will work within a tightly knit marketing and business development team.

Four employees report directly to the role. It is key that while the staff team have specific operational responsibilities, tasks, objectives and skills must be shared across the team to ensure cooperation of effort and flexibility of resource deployment. The job holder has a responsibility to develop and upskill team members within the marketing and sales team.

Revenue budgets and other targets will be set in discussion with the job holder and the board of directors, but the route to achievement is in the hands of the job holder.

The requirement on the job holder is to represent the CIPP as a highly professional body.

What drives the role?

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

The role reports into the Business Development Director and 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 team
- Design and creative team
- Membership team
- Sales department
- Senior management team
- Other managers within the business
- Board directors
- Suppliers and contractors
- 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 will be to achieve ambitious growth targets in a turbulent political landscape.

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, marketing automation software and all relevant social media platforms.

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, in addition to:

- A desire to take the business forward
- Professional marketing qualification, preferably with the CIM
- An understanding of key marketing principles and processes
- Excellent written and verbal communication skills
- User familiarity with membership based CRM systems (preferable but not essential) and marketing automation systems
- The ability to work on own initiative and to prioritise own workload, as well as the workloads of others within the team
- The ability to develop an enthusiastic and talented team
- Attention to detail and accuracy
- Ability to work to tight deadlines
- Willing to learn and apply new skills

Terms and Conditions:

Salary	TBC (depending on experience)
Working week	37 hour working week (full-time)
Annual leave	25 days annual leave per annum (plus bank holidays)
Pension	Group Personal Pension Scheme available
Healthcare	Healthcare and cash plan schemes available
Location	Office-based, in Solihull.

Recruitment Process:

Those who wish to be considered should submit a CV, along with a covering letter explaining why they are interested in the post and what they will bring to it and email to Vickie.Graham@cipp.org.uk by no later than 19 November 2021 (*with interviews taking place w/c 29 November 2021*).

The CIPP is an equal opportunity employer who seeks to recruit and appoint the best available person for a job regardless of marital / civil partnership status, sex (including pregnancy), age, religion, belief, race, nationality and ethnic or national origin, colour, sexual orientation or disability.