



ROLE SPECIFICATION

Job title: Marketing Executive
Reports to: Marketing Manager
Date: August 2021

Job purpose

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

Dimensions

- The job holder plays a pivotal role in directly delivering sales across all Institute services through the use of the full marketing mix
- The job holder is responsible for maintaining and updating the prospect databases held within the organisation
- The job holder will deal with customers of the Chartered Institute, including members, students and corporate clients
- The job holder plays a pivotal role in membership recruitment, engagement and retention through delivery of effective and efficient administration

Principal accountabilities

- Promote excellent customer service to all CIPP business departments through effective communications and attention to detail
- To deputise on behalf of the Marketing Manager as and when required
- Plan and co-ordinate marketing campaigns to support the Institute's growth objectives, including:
 - Developing and maintaining the marketing timeline
 - Identifying relevant target audience for campaigns
 - Creating compelling copy for campaigns
 - Internal and external stakeholder management and co-ordination
 - Ensuring that all aspects of the marketing mix are utilised and integrated throughout campaigns; including social media and the website
 - Ensuring accurate and timely dispatch of campaigns
 - Reporting campaign success and measuring ROI
 - Build the prospect database through collection and verification of contact details for identified individuals and organisations we wish to target for campaigns.
- To create and manage successful PPC campaigns to match the CIPP's goals and objectives
 - Create campaigns in, but not limited to, Google Ads, LinkedIn Campaign Manager and Facebook Campaign Manager
 - Track and manage campaigns to ensure goals and ROI is being met

- Use UTM and URL shorteners through Google Analytics to track campaign successes
- Manage the relationship with the SEO Agency, ensuring targets are given and met and that the CIPP continues to rank highly in search engine results
- Ensure content on the CIPP website is up to date, engaging and accurate
 - Work with the Marketing Manager and Creative Manager with regards to web development
 - Ensure the Customer Experience on the website is positive
 - Keep track of high performing and low performing pages through Google Analytics and make necessary changes as and when needed
- Manage conflicting priorities within the marketing team to ensure effective and efficient team working and services to the marketing team stakeholders
- To attend CIPP member events and external events in a marketing capacity
- Project manage National Payroll Week, working with other departments and members of the team, to ensure member and press engagement
 - Conduct relevant and timely market research
 - Co-ordinate the production and distribution of National Payroll Week promotional activities and packs
 - Plan and execute the marketing campaign for maximum exposure of National Payroll Week
- To provide team leader support to the marketing team, to include but not limited to:
 - Delegation of tasks within the team as appropriate, utilising the skills of the team to the benefit of the business
 - Ensure all ISO 9001 processes for the marketing team are up to date
 - Ensure that team members are trained and able to follow the processes (relevant to the activities required) for consistency, continuity and contingency
 - 121s, performance reviews and management and appraisals
 - Setting and measuring personal objectives based on the departmental objectives
 - TOIL and annual leave requests ensuring that department cover is provided, particularly for times of high workload or company events
 - Report sickness absence of the team, ensuring that company processes are followed and records are up to date
 - To assist with recruitment of staff within the marketing team as necessary
- To work with the Business Development Executive to ensure third party campaigns are executed, tracked and reported to sponsors/advertisers
- To support the general brand positioning and awareness goals of the Institute
- Produce reports of membership statistics, monthly marketing figures and any other reports to assist with company growth
- 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 and is integral to the marketing function within the CIPP.

The job holder will work closely with colleagues in the marketing, sales and design teams and delegate effectively within the team to deliver agreed process outcomes 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.

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

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 and Adobe Connect or similar package.

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
- A marketing qualification is desirable but not essential for the role.
- Understanding of key marketing principles and processes in practice is essential
- Excellent written and verbal communication skills
- Working knowledge of Digital PPC campaign tools (Google Ads, LinkedIn and Facebook), Google Analytics and Google Tag Manager
- User familiarity with membership based CRM systems is useful but not essential
- 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

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 Joanne.Hudson@cipp.org.uk by no later than Monday 27 September 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.