

<b>JOB TITLE:</b>	MARKETING EXECUTIVE
<b>JOB HOLDER:</b>	VACANT
<b>DATE UPDATED:</b>	NOVEMBER 2021
<b>REVISION (HR Office Use):</b>	VERSION 1

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## 1 MAIN PURPOSE OF THE JOB

Working with internal and external stakeholders, the Marketing Executive will co-ordinate and deliver marketing collateral that raises awareness of CIOB - focusing on campaigns for CIOB events and materials for UK and international sales teams, as well as implementing marketing activities for key projects as outlined in the CIOB Corporate Plan.

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## 2 POSITION IN ORGANISATION

Works within the Marketing & Digital team, reporting to the Marketing Programmes Manager. Collaborates regularly with all members of the M&D team, colleagues across the Institute and external suppliers.

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## 3 DIMENSION & LIMITS OF AUTHORITY

No authority to sign off invoices.

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## 4 SKILLS & EXPERIENCE

- Relevant and demonstrable work experience, with a keen eye for design.
- Confident communicator, demonstrating a positive 'can-do' attitude.
- Creative thinker, with proven understanding of digital design and design for print processes.
- Confident copywriter, ability to write content that persuades an audience to take-action.
- Experience of liaising and co-ordinating tasks with external suppliers/graphic designers.
- Strong attention to detail with excellent proofreading skills.
- Organised individual with highly proficient time management skills, able to manage and prioritise a busy work-load.
- Proficient in all Microsoft software (Word, Excel, Outlook and PowerPoint). Experience of Adobe Creative Suite, Canva graphic design platform. Understanding of email marketing software (i.e. Dotdigital) and workflow management software (i.e. Monday.com) would be advantageous.
- Knowledge of web and social media technologies.
- Ideally qualified to degree level or equivalent, preferably in a marketing or related discipline. Holding or working towards a professional marketing qualification would be an advantage.

### CORE BEHAVIOURAL COMPETENCIES

- Enjoys an agile and flexible working environment, working with different teams, business areas and campaign types on an ongoing basis
- Strong interpersonal skills, confident communicator who embraces collaboration.
- Understands the need to build good relationships, creating networks internally and externally.

## 5 DUTIES &amp; KEY RESPONSIBILITIES

<b>Marketing materials</b>	<b>40 %</b>
<ul style="list-style-type: none"> <li>- Regularly monitor SharePoint platform to ensure promotional materials are up to date, and on brand.</li> <li>- Work confidently with external agencies, designers and printers, providing thorough design briefs, design guidance and design support.</li> <li>- Excellent time-management skills to ensure all materials are delivered in a timely manner and on budget.</li> <li>- Assist Marketing Programmes Manager with maintenance of CIOB brand portal and uploading of new assets i.e. photography.</li> <li>- Manage existing corporate merchandise portal, translating CIOB brand onto an array of promotional items.</li> </ul>	
<b>Events, conferences, exhibitions</b>	<b>25%</b>
<ul style="list-style-type: none"> <li>- Play a key role in supporting the Marketing Programmes team to deliver campaigns that drive interest and attendance</li> <li>- Provide marketing support for all activities, including the creation of collateral and attendance at events, conferences and exhibitions.</li> <li>- Regularly monitor and analyse marketing activity, generating email campaign reports and insights.</li> </ul>	
<b>Marketing co-ordination</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>- Manage and action marketing collateral requests from across the organisation, using an internal workflow ticketing system (Service Desk).</li> <li>- Manage correspondence and emails in CIOB publication's inbox.</li> <li>- Develop effective working relationships with departments across the CIOB, in order to understand marketing needs.</li> <li>- Review and update marketing programme activities on workflow management software Monday.com</li> <li>- Regularly review departmental processes, recommending and implementing improvements where appropriate.</li> </ul>	
<b>Team and project support</b>	<b>10%</b>
<ul style="list-style-type: none"> <li>- Participate in a variety of departmental and cross-Institute projects as required, representing the Marketing Programmes team.</li> <li>- Work in conjunction with the wider Marketing team to plan, implement and evaluate marketing campaigns across the CIOB.</li> </ul>	
<b>Administration</b>	<b>5%</b>
<ul style="list-style-type: none"> <li>- Raise purchase orders for the Marketing Programmes team as and when required, recording and monitoring spend across the various project budgets.</li> </ul>	

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

**BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.**