

Job description

Job title	Head of Marketing and Communications
Reports to	Director of Membership and External Affairs
Direct reports	Marketing Manager Design Manager Digital Marketing Manager
Division	Marketing and Communications
Grade	6
Salary	£55k

Key summary

- To devise, manage and drive strategic and tactical marketing and communications planning and activity to support the CIEH's business plan objectives in close alignment with the commercial team
- To devise and implement a digital marketing roadmap (including website planning) that supports business activity and positions CIEH as a modern and forward thinking organisation
- To deliver marketing campaigns on time and to budget in order to maintain and enhance CIEH's brand and reputation
- To lead and support the Marketing and Communications team and provide marketing insight and guidance to other business areas and teams to maximise uptake of opportunities and enhance efficiencies
- To advise on and plan internal communications activities that create cohesion across the organisation and encourage a culture of collaboration and sharing

This role will support and partner colleagues across all business areas to deliver the following:

Membership: Responsible for devising and implementing strategic UK and international membership marketing campaigns (recruitment, engagement and retention). Overseeing tactical campaign activity (multi-channel) to support growth of, and protect, the membership base. Promotion of other business activities, including CIEH events and EHN, to increase member spend.

Professional development and training: Responsible for devising and implementing a strategic and tactical marketing strategy to support, grow and raise the profile of existing and

new training (work-based learning and e-learning) products. Promoting new qualifications, and professional development opportunities, for members including the new professional membership pathway.

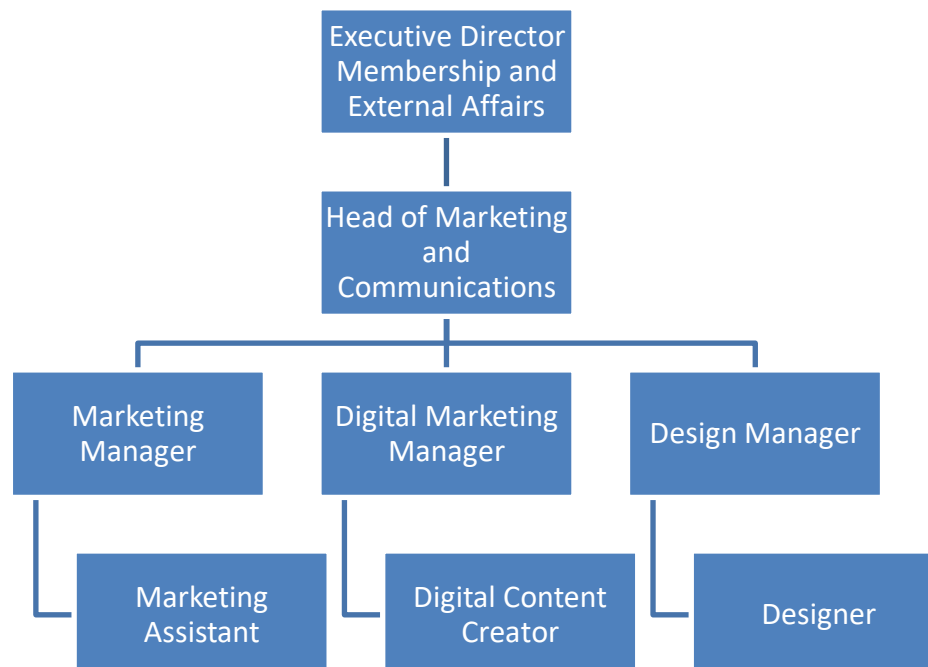
Conferences and events: Responsible for developing and implementing marketing campaigns and strategic partnerships to ensure CIEH attracts a diverse range of delegates (members and non-members) to achieve commercial targets and attract new audiences.

15Hatfields: Responsible for devising and implementing an annual marketing strategy and cost-effective marketing campaigns for 15Hatfields to meet its monthly and yearly sales targets. Co-ordinate offers and partnerships to retain existing business and acquire new clients.

Brand and design: Responsible for CIEH branding, both online and offline, acting as brand champion to ensure consistency of brand and put in place strategic marketing strategies that define and support brand positioning.

Communications: Responsible for the development and implementation of a strategic and tactical communications strategy across all channels, including digital. Utilising opportunities to promote all CIEH activity in cohesive and ambitious campaigns to raise the profile of CIEH with members and stakeholders.

Organisational chart



Key responsibilities

1. Manage and support the development of staff within the Marketing and Communications team. Ensure plans are devised and implemented effectively, providing guidance and support as required. Set objectives and prioritise the workflow of the team.
2. In consultation with the commercial team create, maintain and implement a complimentary overarching marketing strategy based upon relevant market research, which supports CIEH's key strategic objectives.
3. Maintain excellent relationships with key internal clients, and external contacts, to ensure marketing strategy, resources and activity are focused on core priorities and outcomes.
4. Provide input and direction on the marketing of new products and services for customers (including members) and other stakeholders.
5. Create and implement annual, budgeted, strategic and tactical plans that support the CIEH's objectives in relation to its diverse audiences and customers within the UK and overseas. Manage the marketing budget for the team and provide transparent forecasting and reporting.
6. Create and manage end-to-end marketing campaigns to underpin sales campaigns and the achievement of the CIEH's income targets, analyse and report on their success.
7. Develop marketing plans to support CIEH membership acquisition, growth and retention in the UK and support work to develop overseas membership opportunities. Grow awareness and take up of CIEH membership benefits including events and EHN within the membership base and improve perceived value of the scheme.
8. Develop marketing strategies to support sales and market penetration of professional qualifications and training products (including work-based learning and e-learning).
9. Create and implement marketing strategy, plans and tactical activity to promote national and regional conferences and events to retain existing customers and attract new ones to increase sales and meet income targets.
10. Create and implement marketing strategy, plans and tactical activity to promote 15Hatfields to increase sales and meet income targets.
11. Identify opportunities to add organisational value, such as improving processes and working practices, and lead on (or influence) the resolution of them.
12. Working closely with the Design Manager, maintain brand integrity to ensure consistency with brand guidelines across all touch points, evolving and updating these where necessary.
13. Working closely with the Digital Marketing Manager, oversee and aid growth and revision of digital channels. Implement campaigns to increase audience engagement and raise our digital profile.

14. Develop and own internal communications activities, ensuring that a support network is in place to ensure that all staff (top down and bottom up) are sharing information and are supported in collaboration where possible.
15. Develop and own market, customer and competitor understanding and commission/manage any customer/market research in support of organisational requirements.
16. Collect, manage, process and evaluate data for marketing as required, using CRM and other systems as necessary complying with data protection legislation.
17. Comply with and promote the CIEH's core values and behaviours, HR and Health and Safety policies and practices at all times.
18. Undertake other work compatible with the post holder's status and experience.
19. To act responsibly with data held by CIEH that you may have access to as part of your role, adhering to the provided guidelines and policies and reporting any concerns or possible breaches to CIEH's Data Compliance Officer.

Contacts

Internal

- Chief Executive
- Director of Membership & External Affairs
- All heads of team and managers
- Trustees, board members and volunteers

External

- Customers and prospective customers
- Members and prospective members
- Agencies, consultants and other suppliers to the marketing communications team

Person specification

The following are essential qualities in the post-holder:

- Educated to degree level, preferably with a recognised marketing qualification or equivalent
- Significant proven experience of working for a professional membership organisation or third sector organisation with commercial activities, including qualifications, events and venue experience
- Experience of creating successful membership marketing strategies which have successfully delivered against income/acquisition targets
- Experience of successfully managing teams and stakeholders with ability to disseminate and prioritise work within a team

- Significant experience of creating and implementing brand marketing strategies with diverse audiences
- Strong budget management skills
- Excellent written and verbal communications skills with ability to adapt style as/when required
- Excellent eye for detail
- Experience of developing customer/market research and customer segmentation
- Experience of analysing and reporting on marketing effectiveness and return on investment
- Ability to develop excellent working relationships across the organisation, and to successfully promote the Marketing and Communications Team as a provider of high quality internal services
- Ability to multi-task and to manage several different projects at the same time
- Ability to make considered judgements under pressure
- Experience and understanding of digital channels and platforms such as email service providers (e.g. Dotmailer), content management systems (Umbraco) and analytics tools (e.g. Google Analytics)

CIEH is an equal opportunities employer.