

Job description

Job title:	Marketing Executive
Reports to:	Head of Marketing and Communications
Division	Marketing and Communications
Grade:	2
Salary	£28-30k

Key summary

This role will support the Marketing and Communications team to meet their objectives to deliver growth in both corporate and membership arms of the business. The post holder will be responsible for assisting with the creation and delivery of effective marketing campaigns to increase sales and profits by helping to retain existing customers and attract new audiences and clients.

You will act as key support to the Head of Marketing and Communications with the application of marketing plans and tactical activity to meet ambitious targets, delivered on time and within budget. Your day to day work will focus on communicating to potential and existing clients and members via traditional and digital marketing channels. You will need to work creatively to meet targets and objectives, adopting an integrated approach to your work and working to add value to increase 'spend' across CIEH and (its sub brands 15Hatfields and EHN), alongside colleagues, deliver a better service to Members and Clients.

The post holder will work closely with all team members to support communication via a variety of channels including: emails, e-newsletters, print, advertising, social media, websites, PR and exhibitions. You will need to be able to work autonomously to implement campaigns effectively and collate and report on different communication approaches.

In addition the role will provide team administrative support such as collating and coordinating activity schedules, data management, collating information for reporting on KPIs, managing the marketing inboxes and desk research, as required.

Line management responsibility: None
Budget: None

Key responsibilities:

Planning and Organisation

- To have input into all aspects of the Marketing and communication strategy, especially with current aims of profile building and recruitment in all business areas
- To implement the CRM and renewals/ retention communication strategy i.e. scheduling a matrix of loyalty and retention communications
- Working closely with the other Marketing Executive in post to ensure cross promotion/provide additional support on all activities and provide seamless cover on projects as and when necessary
- Working with the Head of Marketing and Communications on a weekly basis to ascertain marketing priorities, updating and reporting on schedules
- Produce and co-ordinate effective ecommunications to meet set targets in terms of revenue, solus campaigns, regular retention ecommunications or other.
- Assisting with valuable input and insight/data led response in digital communications rebrand.
- Working closely with internal stakeholders and Head of Marketing and Communications to determine target audiences and marketing approach
- Create and implement effective through the line campaigns to help meet organisational targets, working with Head of Marketing and Communications
- Liaise with external and partners to source and set up offers and partnerships, managing any fulfilment and redemption as necessary
- Working creatively and proactively to reach new audiences, including setting up external advertising and optimising campaigns, working with the Head of Marketing and Communications.
- Able to work reactively assisting the Head of Marketing and Communications and other Key Stakeholders to create marketing campaigns to fulfil any shortfall in revenue and income targets at pace
- Coordinate the development of marketing materials to support marketing activity including brochures, flyers, letters, direct mail, advertisements, tenders and exhibition POS
- Co-ordinate, develop and manage digital campaigns including emails, e-newsletters, banners, social media and PPC, using web content management system and ensuring all relevant web pages are up-to-date with engaging content, booking facilities and relevant information, advertising assets
- Work with the digital marketing team to ensure that all messaging and creatives are in line with current campaign elements and administering updates as needed, developing a smart and effective presence across all online and social channels
- Support market, customer and competitor understanding including customer segmentation and research
- Support the Head of Marketing and Communications in managing internal customer relationships
- Brief and co-ordinate design elements including copywriting and proofreading to meet requirements as necessary and in alignment with budget/delivery timescales
- Support the Head of Marketing and Communications with the marketing and logistics required to develop and deliver event marketing and representing the organisation at events and trade exhibitions when required, including production of materials and reporting
- Collect, manage, process and evaluate data for marketing and communication as required to fulfil your role and support your business area, using CRM and other systems as necessary.

- Work with the Head of Policy and Campaigns, Digital Content Creator and Head of Marketing and Communications to produce case studies and story generation for PR opportunities across relevant social media, media and CIEH channels
- 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.
- Undertake ad-hoc work compatible with the post holder's status/experience as required
- NB. Occasional travel within the UK and overnight stops will be a feature of this post

Team working

- Motivate self and project team/colleagues regarding marketing and foster effective working relationships with internal clients/business partners
- Work closely with relevant CIEH teams to assist with development of concepts and plans and to ensure that relevant market/customer insight is utilised
- Work effectively as cover for other Marketing Effective post
- Comply with and promote the CIEH's core values and behaviours, HR and health and safety policies and practices at all times

Business Improvement

- Seek continual improvement in business processes in order to improve customer experience, reduce costs and to encourage wider 'added value' enabling maximum return on marketing budget

Brand

- Ensure all marketing communications meet CIEH brand guidelines
- Act as CIEH brand guardian and brand ambassador for CIEH internally and externally

Person Specification

The following are essential qualities/skills in the post-holder:

- Educated to degree level, preferably with recognised Marketing qualification
- Experience of events , venue, commercial or membership marketing
- Relevant campaign experience, assisting in the creation and execution of through the line campaigns
- Experience and strength in delivering effective email marketing campaigns and optimising performance from data interrogation. Used to sourcing content and reinterpreting into marketing copy
- Ability to use data (market research and campaign performance) to inform results and maximise campaign performance
- Creative copywriting and excellent proof reading skills with a highly developed attention to detail
- Experience of briefing designers on both print and online materials, ensuring materials are on brand
- 'Can do' attitude, positive disposition and the ability to come up with new ideas and put them into practice
- Ability to make considered judgements under pressure with a highly organised approach to your work
- Ability to multi-task and experience of project management
- Experience of Microsoft Dynamics CRM or other customer database applications

- Experience using web content management systems to publish and manage digital content.
- A team player, with the confidence and ability to work with different stakeholders across CIEH
- A creative and entrepreneurial approach to marketing with the ambition to achieve/exceed targets
- Microsoft office skills

Key Contacts

Internal

- EMT, all managers and staff
- CIEH Membership and Events Teams
- EHN, policy and education teams
- 15Hatfields Venue team
- Design and Print
- IT/Finance/HR

External

- Members and prospective members of the CIEH
- Events and 15Hatfields existing client base and past delegates
- Local, national and international media } via comms
- Local and national politicians and civil servants }
- Other stakeholders and relevant influencers
- Suppliers

The CIEH is an equal opportunities employer