

## Job description

Job title:	Marketing Assistant
Reports to:	Senior Marketing Executive
Division	Marketing and Communications
Grade:	2
Salary	£24k

### Key summary

This primary purpose of this role is to support the Marketing and Communications Team to meet its objective of driving growth for both the corporate and membership arms of the business by retaining existing customers and attracting new audiences and clients.

Your day-to-day work will focus on communicating to existing and potential clients and members via traditional and digital marketing channels including: emails, e-newsletters, print, advertising, social media, websites, PR and exhibitions.

You will need to work creatively and collaboratively with your Marketing and Communications Team colleagues and other teams, adopting an integrated approach to your work, and looking at all times to add value to increase 'spend' across CIEH (and its sub-brands 15Hatfields and EHN).

In addition, you will provide administrative support for the Marketing and Communications Team 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

- Working with the Head of Marketing and Communications and Senior Marketing Executive on a regular basis to review marketing priorities, updating and reporting on schedules
- Planning and coordinating activity for assigned projects

#### Implementation and delivery

- Working with the Head of Marketing and Communications and Senior Marketing Executive to implement effective integrated campaigns to help meet organisational targets

- Working with the digital marketing team to ensure that messaging and creative are in line with current campaign elements and administering updates as needed, developing a smart and effective presence across all online and social channels
- Briefing and co-ordinating design elements, including copywriting and proofreading, to meet requirements as necessary and in alignment with budget/delivery timescales
- Coordinating the development of marketing materials to support marketing activity including brochures, flyers, letters, direct mail, advertisements, tenders and exhibition POS
- Liaising with external and partners to source and set up offers and partnerships, coordinating any fulfilment and redemption as necessary
- Supporting the Head of Marketing and Communications and Senior Marketing Executive 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
- Undertaking 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

### **Insights and data**

- Supporting market, customer and competitor insight including customer segmentation and research
- Collecting, managing, processing and evaluating data for marketing and communications as required to fulfil your role and support your business area, using CRM and other systems as necessary
- Acting 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

### **Team working**

- Motivating self and project team/colleagues regarding marketing and fostering effective working relationships with internal clients/business partners
- Working closely with relevant CIEH teams to assist with development of concepts and plans and to ensure that relevant market/customer insight is utilised
- Supporting the Head of Marketing and Communications and Senior Marketing Executive in managing internal customer relationships
- Complying with and promoting CIEH's core values and behaviours, HR and health and safety policies and practices at all times

### **Business improvement**

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

### **Brand**

- Ensuring all marketing communications meet CIEH brand guidelines
- Acting 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 or equivalent, preferably with recognised Marketing qualification
- 'Can do' attitude, positive disposition, and 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 work
- Ability to multi-task and experience of project management
- A team player, with the confidence and ability to work with different stakeholders
- A creative and entrepreneurial approach to marketing with the ambition to achieve/exceed targets
- Proven Microsoft office skills

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

- Experience of events, venue, commercial or membership marketing
- Relevant campaign experience, assisting in the creation and execution of integrated 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
- Experience of Microsoft Dynamics CRM or similar customer database applications
- Experience of using web content management systems to publish and manage digital content

## 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

CIEH is an equal opportunities employer.