

## Role Profile & Person Specification

<b>Job Title:</b>	Marketing Executive
<b>Department:</b>	Marketing, Member Engagement
<b>Location:</b>	Homeworking / Office based
<b>Role reports to:</b>	Campaign Manager

### Role Profile

#### Purpose of Role

This is a generalist marketing role which will play a pivotal role in engaging and informing our member community, in addition to helping generate new business opportunities across our portfolio with the use of planned and integrated digital marketing campaigns.

The candidate will need to be an excellent communicator, influencer and hold strong interpersonal skills with a 'can do' attitude to help meet team deliverables. The candidate we are seeking must be strong in driving content and carry out activity on social media platforms.

#### Key Responsibilities:

##### ***Planning, Creation & Delivery - (45%)***

- Support the marketing and wider business teams to carry out planned and *ad hoc* marketing campaigns, and activities
- Evolve and deliver a social media calendar, working alongside the Campaign Manager.
- Drive day to day social media content and engagement across our corporate, careers and student platforms, to include: Facebook, LinkedIn and Instagram
- Community manage all social activity and member comments
- Provide photography and video brief assistance as required
- Raise awareness of our digital and virtual calendar of events

##### ***Content & Partnership Management - (45%)***

- Support delivery of our IMI Community eNewsletter schedule
- Co-manage new content uploads to our CMS
- Interpret marketing briefs and liaise with IMI stakeholders on the requirements
- Build relations with design agencies and brief on creative concepts and asset development
- Develop influencer and member case studies and testimonials
- Proofread and make copy recommendations as required
- Write and create engaging content pieces for digital campaigns
- Participate in weekly content meetings and support meeting attendance where needed

##### ***Reporting & Analysis - (10%)***

- In collaboration with the marketing team, set clear campaign targets, in line with business objectives.

<ul style="list-style-type: none"> <li>Report monthly on project progress for social, working alongside our existing Marketing Executive, Campaign Manager and Marketing Communications Manager.</li> </ul>
<b>Key Performance Indicators:</b> <ul style="list-style-type: none"> <li>Personal and business objectives</li> <li>Team &amp; business key performance indicators (KPIs)</li> <li>Individual campaign targets</li> <li>Positive performance feedback from colleagues and wider team</li> </ul>
<b>Key Relationships:</b> <ul style="list-style-type: none"> <li>Marketing colleagues</li> <li>All internal departments External suppliers</li> <li>IMI Member Community</li> </ul>
<b>Job Context:</b> <ul style="list-style-type: none"> <li>The job-holder reports to the Campaign Manager</li> <li>Job holder works at a team member level</li> </ul>
<b>Job Dimensions</b> <ul style="list-style-type: none"> <li>Work at a semi routine level, performing a range of activities that may vary</li> <li>Is able to handle a variety of planned and reactive requests with a flexible approach to meet business needs.</li> <li>Decision making is guided by standardised procedures/processes</li> <li>Has authority to resolve normal problems/situations encountered day-to-day</li> <li>Communication involves the giving of detailed advice or persuasion</li> </ul>
<b>Authority Level:</b> <b>Financial:</b> All spend will be within guidelines from and requires approval from the Campaign Manager <b>Operational:</b> Make decisions in consultation with the Campaign Manager and/or Marketing Communications Manager

## Person Specification

<b>Essential Knowledge &amp; Experience</b> <ul style="list-style-type: none"> <li>Previous experience of working in a marketing role</li> <li>Excellent proof reading, verbal and written skills</li> <li>Strong interpersonal and customer service skills</li> <li>Full IT literacy with sound knowledge of a wide range of digital communication media</li> <li>Strong planning, organisational and record keeping skills</li> <li>Experience of using a web content management systems/digital web editing</li> </ul>
<b>Desirable Knowledge &amp; Experience</b> <ul style="list-style-type: none"> <li>Sales experience</li> <li>Media management</li> </ul>
<b>Required Competencies</b> <ul style="list-style-type: none"> <li>A skilful communicator, with the ability to support internal colleagues and to brief and coordinate external suppliers</li> <li>Attention to detail, logical and able to plan/schedule</li> </ul>

- Highly organised with the ability to deal with multiple projects on an on-going basis and meet deadlines
- An enthusiastic and proactive person who can work alone on own initiative, but also within a busy team and under pressure of tight deadlines

**Essential Qualifications:**

- Marketing qualification

**Desirable Qualifications:**

**Other Requirements**

- Hertfordshire head office based
- Full time, with flexibility required to accommodate event attendance
- To undertake other tasks to support the business as required