

Role Profile & Person Specification

Job Title:	Marketing & Campaign Manager (B2B)
Department:	Membership and External Affairs
Location:	Home & Office (Hertford)
Role reports to:	Senior Marketing and Communications Manager

Role Profile

Purpose of Role

With the Marketing and Communications Team, develop and implement a B2B marketing and campaign plan that delivers on growing revenue, driving brand awareness and supports the business in achieving their objectives.

To develop and implement a B2B marketing and campaign plan with content focussed campaigns that deliver on growing revenue, driving brand awareness and supporting achievement of business objectives.

Key Responsibilities:

Planning, Creation & Delivery

(65%)

- Create, execute and manage the IMI B2B marketing & campaign programme and plan against defined business objectives.
- Develop concepts and programmes/approaches for all assigned projects ensuring that there is a clear and detailed plan to take from conception through to delivery.
- Work closely with key areas of the business to deliver marketing-driven campaigns to achieve sales growth objectives including growing our international reach.
- Ensure relevant value propositions are succinct and resonate with the B2B and IMI Approved Centre Community.
- Ensure the B2B marketing campaign plan is delivered to budget, set clear objectives and monitor results.
- Develop and implement tactical marketing plans to elevate and promote the IMI's involvement with Apprenticeships and what it means to be an End Point Assessment Organisation.
- Provide support to the Web and Digital Manager on the audit and development of our B2B Connect platform.
- Develop a Centre and Partner engagement campaign to work effectively on business objectives and raise awareness of the IMI's offering.

Reporting, Forecasting & Continuous Improvement

(35%)

- Adhere to required performance reporting requirements as directed by the business.
- Ensure appropriate data analysis tools and processes are used to deliver reporting requirements.
- Contribute to the improvement of data collection, quality, management and usage.
- Interrogate data to identify trends, opportunities and improvements to marketing initiatives.
- Report on campaign progress including ROI.

Key Performance Indicators:

- Performance against B2B project and campaign plans
- Improvement of quality, standards and engagement across the team
- KPIs & targets
- New business and lead generation

Key Relationships:

- Senior Marketing and Communications Manager
- Marketing and Campaigns Manager
- Communications Manager
- Wider Marcomms team
- Business Development Team
- Product Implementation Team
- Wider business stakeholders
- External agencies and partners

Job Context:

- The job-holder reports to the Senior Marketing and Communications Manager

Authority Level:

Financial:

- Track spend on the operational marketing budget with the Senior Marketing and Communications Manager

Operational:

- Makes decisions with regard to B2B Marketing.

Person Specification

Essential Knowledge & Experience

- Proven track record of delivering on B2B marketing strategies and tactile plans
- Experience in creating briefs for internal and external agencies/clients and managing projects
- Ability to develop compelling messaging and value propositions to support B2B audiences
- A strong understanding of the role of data, segmentation and planning within a marketing department
- Proficient copywriter with an eye for exceptional design and creative delivery
- Strong understanding of the relationship between sales and marketing
- Budget experience and financial/commercial awareness
- Excellent relationship management experience (internal & external)
- Minimum 5 years hands on experience in a similar marketing role

Desirable Knowledge & Experience

- Membership body experience
- Automotive sector
- Education sector

Required Competencies

- An analytical mind and interest in using data to optimise all marketing strategies and tactics
- Strong copy-writing and proof-reading abilities
- Excellent project management skills
- Excellent verbal communication
- An ability to multi-task without losing attention to detail
- Self-starter with strong initiative, inquisitive mind and problem-solving skills
- Strong collaboration and interpersonal skills.
- Ability to write reports and interpret basic data
- I.T. / systems literacy (Excel/Word/PowerPoint)
- Ability to manage and motivate others

Essential Qualifications:

- Qualified in Marketing to a minimum level 4 / or degree equivalent level qualification

Desirable Qualifications:

- Professional Qualification (CIM,CAM, IDM)

Other Requirements

- [Hertfordshire head office/Home] based
- Fixed Term, Full time, with flexibility required to accommodate regular event attendance
- Able to travel extensively, sometimes overnight (UK and overseas) as required
- To undertake other tasks to support the business as required