



## **WORK WITH US**

### **Job Description - Marketing Manager (Maternity Cover)**

August 2021

## JOB DESCRIPTION: MARKETING MANAGER (Maternity Cover)

Location:	40 Queen Street, London EC4R 1DD (some office work required, flexible working available)
Salary:	Up to £40,000 pro rata, subject to experience, plus benefits (pension and generous annual leave)
Responsible to:	Director of Communications & External Relations
Duration:	Full time, maternity cover (approx. 8 months)

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**Applicants are asked to send their CV, with a covering letter explaining how they meet the 'person specification', by 10 September 2021 to Barney Roe, [barney.roe@charteredabs.org](mailto:barney.roe@charteredabs.org). Immediate start possible for available candidates. Candidates must have the right to work in the UK.**

### Purpose of the post

We are looking for an outstanding Marketing Manager to join our forward-thinking, friendly, and driven team. We are a mission-led organisation, commercial in our approach and motivated by our goals to support our members to deliver world class education and impactful research.

The Marketing Manager plays a critical role in promoting our portfolio of conferences, workshops and development programmes. They also lead on the marketing of the Certified Management & Business Educator scheme – an initiative to support business school teaching staff through continuous professional development. There will be the opportunity to work on the national campaign to promote 'Help to Grow Management' to small businesses, as part of our Small Business Charter work. In addition, the Marketing Manager supports our wider communications and brand management.

You will be an integral part of the team and take the lead on planning our marketing campaigns, developing the conference brands, and driving registrations and revenue. Our events and professional development programmes are greatly valued by our members and provide the Association with a platform to engage business school leaders, frontline academics, as well as our stakeholders in government and industry.

Working collaboratively with the team you will also have some responsibility for maintaining our websites ([charteredabs.org](http://charteredabs.org) and [smallbusinesscharter.org](http://smallbusinesscharter.org)), and provide input into our content strategy across our blogs and news, publications, and social media.

The successful candidate will need to be a highly skilled marketer across digital, social media, and print channels. You will need experience developing and executing marketing plans which deliver results. It is essential that your copywriting is first class and your attention to detail is outstanding. Ideally your experience will be in marketing professional events or learning and development programmes in either an association or commercial environment.

We offer flexible working. Subject to restrictions and our business needs, the team can work from home for up to three days a week and must be in the office for a minimum of two days a week.

## Principal job functions & main tasks

### Marketing

1. **Take the lead on marketing our conferences, development programmes and workshops across the Chartered ABS and Small Business Charter portfolio:**
  - a. Produce, manage and execute marketing plans and budgets across channels (email, social media, web, print and telesales);
  - b. Drive registrations, revenue, and performance metrics around member engagement;
  - c. Write marketing copy to engage senior management audiences;
  - d. Build and send email campaigns and direct mail, manage the event web pages and manage the production of other collateral;
  - e. Manage the database and prepare campaigns with segmented marketing data; and identify ways to build data;
  - f. Develop branding for our conferences and programmes;
  - g. Devise innovative ways to market our events;
  - h. Analyse and report on marketing performance data such as Google Analytics and social media metrics.
  
2. **Promote the Certified Management & Business Educator – a transformational initiative to raise the quality of teaching and student experience in university business schools:**
  - a. Develop and execute marketing plans to promote the scheme to business school educators in the UK and globally in order to drive applications;
  - b. Drive paid subscriptions to the scheme and develop marketing initiatives to increase these year-on-year;
  - c. Plan and deliver retention communications to ensure the ongoing and long-term engagement with CMBE subscribers;
  - d. Work with designers to manage the production of marketing collateral and digital assets;
  - e. Support the development of a new area of the website and ongoing maintenance thereafter.
  
3. **Support the delivery of the ‘Help to Grow Management’ campaign**
  - a. Support the in-house team, external marketing agencies, business school marketing teams, and a government communications team to deliver the national campaign to promote the Help to Grow Management programme. Work involves coordination, reporting and information sharing with the marketing stakeholders.
  
4. **Communications and Digital Content**
  - a. Manage, and work with the wider team, to maintain of the Chartered ABS and Small Business Charter websites (using the website CMS and working with an external developer where required);
  - b. Support the production of internal performance reports on marketing and communications activity (using Google Analytics and other data reporting sources);
  - c. Provide input and support for our content production across our blogs, news, publications, newsletters, press, and social media.

We are a small team, so from time to time everyone supports one another as part of a team. For example, where required the Marketing Manager will support the team to set up and run our large conferences, as well as running the on-the-day communications from those events.

## Person Specification

Candidates must be able to demonstrate that they meet the 'essential' criteria. **Applicants must have the right to work in the UK.**

### EXPERIENCE

	Essential	Desirable
Significant experience of delivering multi-channel B2B marketing campaigns	Yes	
Experience writing excellent marketing copy for senior-level / decision-maker audiences	Yes	
Experience working on concurrent multiple projects and delivering campaigns to tight deadlines	Yes	
Experience of meeting and exceeding event revenue targets (linked to marketing i.e delegate sales)	Yes	
Experience of managing event marketing budgets and achieving maximum ROI	Yes	
Experience of website content management systems (CMS)	Yes	
Experience of running social media campaigns (organic and paid)	Yes	
Experience of using Customer Relationship Management systems/databases (CRM)	Yes	
Experience of analysing marketing performance data and producing reports	Yes	
Experience of dealing with the press and media		Yes
Experience of briefing and managing external suppliers or stakeholders	Yes	
Experience of working in a policy, education, or association organisation, or within a commercial company operating in policy or education fields		Yes
Experience editing and producing reports		Yes

### SKILLS / ABILITIES

	Essential	Desirable
Excellent copywriting skills, including the ability to write persuasive messages and benefits to targeted senior-level B2B audiences	Yes	
Ability to produce and manage marketing and communications plans, across targeted segmented audiences and identify multiple channels and routes to market	Yes	
Very strong attention to detail in planning and execution of work	Yes	
Confident phone and face-to-face communication with internal and external stakeholders, with the ability to persuade and negotiate	Yes	
Rigorous proof reader and skilled editor of written and digital content	Yes	
Able to produce search engine optimised content		Yes
Ability to write engaging social media content	Yes	
Ability to create targeted mailing lists from large datasets	Yes	
Highly competent in using website CMS	Yes	

Highly competent in using mass email systems/platforms to build and send email campaigns	Yes	
Strong organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines	Yes	
Excellent understanding of marketing metrics and the ability to analyse data	Yes	
Ability to brief and account manage external agencies (e.g design, PR) on specific tasks	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	
Ability to design collateral using software such as Photo Shop or InDesign		Yes
Ability to do basic web coding		Yes

#### KNOWLEDGE

	Essential	Desirable
A strong understanding of B2B marketing concepts, tools and channels	Yes	
Knowledge of the latest trends and innovations in B2B marketing		Yes
Knowledge of higher education system and policy of Government, or membership bodies/trade associations		Yes
Knowledge of the role of membership bodies/trade associations in lobbying government and conducting public affairs		Yes
Knowledge of UK business and management education		Yes

#### QUALIFICATIONS

	Essential	Desirable
Education to degree level (or equivalent qualification)	Yes	

#### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Strong commercial acumen and entrepreneurial flair	Yes	
Strong team player	Yes	
Ability to work creatively and under own initiative	Yes	
Ability to work at a high level of confidentiality	Yes	
Excellent interpersonal skills and confident networker	Yes	
Tactful when dealing with stakeholders	Yes	
Ability to work flexible and unsocial hours including evenings if required	Yes	
Smart personal appearance	Yes	
Excellent time keeping and punctual	Yes	

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