



## WORK WITH US

### Job Description – B2B Marketing Executive

September 2022



**HELP TO GROW.**  
MANAGEMENT COURSE

## JOB DESCRIPTION: B2B MARKETING EXECUTIVE (Help to Grow: Management)

Location:	40 Queen Street, London EC4R 1DD (flexible working available)
Salary:	Up to £32,000 per annum, subject to experience, plus benefits (pension and generous annual leave)
Responsible to:	Digital Marketing Manager
Duration:	Two Year Fixed Term Contract

---

Applicants are asked to send their CV, with a covering letter explaining how they meet the 'person specification', by 5pm on 7 October 2022 to Kristel Jarvis, [kristel.jarvis@charteredabs.org](mailto:kristel.jarvis@charteredabs.org). CVs will be reviewed as they are received. Immediate start possible for available candidates. Candidates must have the right to work in the UK.

### Purpose of the post

This is a great opportunity to work on a nationwide government programme designed to help businesses across the UK build resilience and growth. In this busy and wide-ranging role, you will work across both the customer acquisition and alumni network workstreams, building on your foundation of B2B marketing experience to deliver high quality email and lead nurturing campaigns.

### What is Help to Grow: Management?

Announced by the Chancellor of the Exchequer in 2021, [the Help to Grow: Management Course](#) is a nationwide leadership course designed to help small business leaders boost their leadership skills and the performance of their business. Originally designed to help small businesses boost productivity, it remains highly relevant to individuals faced with leading small businesses through today's challenging conditions including the energy crisis and cost of living crisis. Consisting of 12 modules, 1-to-1 mentoring and a peer network, the course is delivered by more than 50 business schools across the UK. These business schools are members of the Chartered Association of Business Schools (CABS) and have been accredited with the Small Business Charter. The programme is promoted through a wide range of marketing activity which is delivered by the government communications team at the Department for Business, Energy and Industrial Strategy (BEIS), the CABS team, and the business school marketing teams. You can read more about the course in [this first year anniversary report](#).

### About the role

The B2B Marketing Executive will write, build and deliver marketing campaigns that maximise registrations and engagement. This includes customer acquisition campaigns; event marketing for the programme's Alumni Network; and building community engagement through the Alumni Network newsletter and LinkedIn activity. Your ability to write accurate, compelling marketing content is critical to your success in this role.

You will also be working with the Head of Marketing and Communications to ensure that the Help to Grow: Management presence at exhibitions across the UK is on brand and maximises engagement. You will be responsible for making sure that we deliver assets like logos, stand design, programme descriptions and speaker biographies in line with exhibitor deadlines.

We collaborate closely with the government team at BEIS so you will be attending weekly meetings with members of the BEIS Demand Generation and Alumni Network teams, as well as ad hoc meetings with business school marketing teams.

### **About CABS**

CABS employs a small but expanding team who work across either CABS and Small Business Charter conferences, events and research, or Help to Grow: Management. We are passionate about delivering a programme with a purpose. It is a great time to join us as we grow the Help to Grow marketing team to a team of 6, embark upon significant marketing technology implementations and build a compelling series of events, content and partner offers for those that have completed the course and joined the Help to Grow: Management Alumni Network. Joining us as B2B Marketing Executive will provide you with the opportunity to significantly develop your marketing experience, gain exposure to government campaigns, and play an active role in making this UK-wide programme a success.

### **About you**

The successful candidate will need to have a minimum of 1 years' experience in writing content for, building and executing high quality email marketing campaigns as well as measuring and monitoring campaign performance. With a proven ability to write accurate and engaging B2B copy, a natural affinity for analysis and an interest in event marketing, you'll be ready to take responsibility for building and delivering a busy campaign schedule with messaging aligned to the UK-wide government campaign. You'll also be happy to roll your sleeves up and help the wider Help to Grow: Management team deliver on projects including the development of the marketing technology stack and execution of in person and online events.

We are looking for a conscientious, enthusiastic B2B marketing professional who is keen to join a fun, hard-working team and deliver great results. If engaging and grammatically correct content, compelling subject lines, UTM codes, click through rates and a sharp eye for detail are all part of your DNA, we'd love to hear from you!

In return, we offer flexible working and a friendly, down-to-earth, hardworking and collegiate environment. The team has grown rapidly over the last 12 months so we're expanding our office space. On the days we're in the office, we are located in a recently refurbished office near St Pauls, just a short walk from Cannon Street station. The successful candidate will be expected to be in the office a minimum 2 fixed days each week.

The interview process will consist of a interviews and a short written tasks. You will also be asked to provide a few examples of work you have completed. An immediate start is possible for available candidates.

## **Principal job functions and main tasks**

Support the in-house team, business school marketing teams, and a government communications team to deliver a UK-wide campaign to promote the Help to Grow: Management Course and its Alumni Network.

### **a. Building and delivering campaigns**

- i. Work with the in-house team and government communications team to plan, write copy for, build and execute professional email marketing campaigns in order to recruit participants and convert leads.
- ii. Ensure the email marketing schedule is up to date and campaigns are executed on time and to a high standard.

- iii. Work with the in-house team and government communications team to adopt lead nurturing, writing the content and building the workflows that contribute towards high quality, impactful lead nurturing campaigns.
  - iv. Work with all stakeholders to streamline current digital marketing processes to maximise performance and tracking.
  - v. Work with all stakeholders to provide accurate and timely campaign reporting.
  - vi. Write copy for and post Help to Grow: Management content across the Small Business Charter's social media channels, including amplifying communications from the business schools and the government's campaign.
  - vii. Communicate with and mobilise business schools around forthcoming campaign activity. Respond to queries from business schools' marketing teams and provide support.
- b. Alumni Programme – alumni engagement and event marketing:**
- i. Work with the Digital Marketing Manager, Head of Marketing and Communications and Head of Alumni Network to design and execute campaigns that promote the schedule of events, webinars and offers designed for the Help to Grow alumni.
  - ii. Manage all data sets including preference centre data.
  - iii. Work with the Head of Marketing and Communications to promote thought leadership content through newsletters, social network channels and other SBC platforms, building website pages as and when required.
  - iv. Work with the team to grow online community engagement among the programme's alumni including managing the LinkedIn channel and alumni membership data.
- c. Exhibitions:**
- i. Work with the Head of Marketing and Communications to ensure all digital profiles, digital adverts and pre-show/post-show communications are accurate, engaging and delivered to event partners on time.
  - ii. Work with the Head of Marketing and Communications and the Content Writer to ensure that we are providing a regular flow of content to exhibition partners to promote Help to Grow: Management through newsletters, social media and associated events.
  - iii. Ensure that our presence at exhibitions and events is promoted via the Small Business Charter social media channels.
  - iv. Where required, liaise with the BEIS social media and BEIS video team to organise creation and promotion of video assets.
  - v. Ensure that leads collected at events are uploaded to the CRM.
- d. Reporting and managing data:**
- i. Produce and input into reports and analysis on marketing and campaign performance, including analysis of data such as open rates, click through rates, unsubscribes, and event registrations.
  - ii. Ensure data integrity is maintained in our collection and processing of registration and participant data, and appropriate segmentation applied when producing campaigns.

This role and the programme are evolving so specific responsibilities within the job role may evolve in accordance with the programme's needs.

## 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
Experience of delivering email B2B marketing campaigns	Yes	
Experience of writing excellent marketing copy for senior-level / decision-maker audiences	Yes	
Experience of delivering campaigns to tight deadlines	Yes	
Experience of working in a complex stakeholder environment	Yes	
Experience of analysing campaign data and producing reports	Yes	
Experience of writing social media content for B2B audiences	Yes	
Experience of website content management systems (CMS)	Yes	
Experience of using Customer Relationship Management systems/databases (CRM)	Yes	
Experience of working with external suppliers and agencies	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 contribute to and deliver against 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 communication with multiple stakeholders	Yes	
Rigorous proof reader and skilled editor of written and digital content with excellent working knowledge of grammar	Yes	
Ability to write engaging social media content	Yes	
Ability to manipulate and manage multiple datasets	Yes	
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 and web) on specific tasks	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	

Strong team player	Yes	
Ability to work creatively and under own initiative	Yes	
Ability to work at a high level of confidentiality	Yes	

#### KNOWLEDGE

	Essential	Desirable
A strong understanding of digital marketing concepts, tools and channels	Yes	
A good understanding of GDPR	Yes	
Knowledge of the small business market		Yes

#### QUALIFICATIONS

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

*September 2022*