



WORK WITH US

Job Description – Marketing & Communications Officer

September 2022

JOB DESCRIPTION: MARKETING & COMMUNICATIONS OFFICER

Location:	40 Queen Street, London EC4R 1DD (flexible working available)
Contract:	Full-time
Salary:	£33,000 per annum plus benefits
Responsible to:	Marketing & Communications Manager

Applicants are asked to send their CV with a covering letter explaining how you meet the Person Specification. Please send applications to Nicola McFadyen nicola.mcfadyen@charteredabs.org by 26 September 2022.

Purpose of the post

We are looking for an outstanding Marketing & Communications Officer to join our award-winning and forward-thinking team. We are a business-minded, mission-led organisation - we exist to support our members to deliver a world class education and impactful research. As part of a dynamic and supportive team you will work on a range of communications including our event marketing, website content, newsletters, social media, and our database.

The Marketing & Communications Officer will work on the promotional campaigns for our portfolio of events and member services, and support the delivery of our content and communications as part of our advocacy and external engagement work. You will be involved in delivering marketing and communications across our brand family – the Chartered ABS, Small Business Charter, and the Certified Management & Business Educator.

Within these brands, you will help to execute our event marketing campaigns to drive registrations, revenue, and engagement with our members. Our conferences, 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.

You will also work on the marketing of the Certified Management & Business Educator (CMBE) scheme – an initiative which supports business school teaching staff, in the UK and globally, to develop their teaching through continuous professional development.

Working collaboratively as part of a team you will also help to deliver our content-led communications, including sourcing and editing content such as blogs and news for our websites, as well as producing our monthly newsletters, sharing content and boosting engagement across our social media channels.

It is essential to have excellent copywriting skills for this role. The ideal candidate will have event marketing experience, or at least B2B marketing experience, preferably with some experience of writing and editing blogs or news content for professional audiences.

MAIN RESPONSIBILITIES

- 1. Marketing our conferences, development programmes, and workshops across the Chartered ABS and Small Business Charter portfolio to deliver registrations, revenue, and performance metrics around member engagement;**
 - a. Write, build and send email marketing campaigns
 - b. Write copy for event web pages and create and manage these pages in the website CMS
 - c. Create other marketing assets and promote our activities through other channels such as direct mail and social media
 - d. Manage the CRM database and prepare campaigns with segmented marketing data
 - e. Monitor, analyse and react to marketing performance data such as Google Analytics and social media metrics
 - f. Identify innovative ways to raise awareness of, and boost engagement in, our events

- 2. Promote the Certified Management & Business Educator**
 - a. Produce marketing and content to promote the scheme across multiple channels (in particular email and social media) to business school educators in the UK and globally in order to drive applications
 - b. Produce retention communications and content to ensure ongoing and long-term engagement with CMBE subscribers
 - c. Work with designers to manage the production of marketing collateral and digital assets
 - d. Support the ongoing development of a new area of the website and ongoing maintenance thereafter

- 3. Member and external communications and content, website and CRM**
 - a. Create and populate pages on the Chartered ABS and Small Business Charter websites using the website CMS, ensuring the sites are populated regularly with engaging and relevant content
 - b. Manage the pipeline of editorial content across our brands including commissioning content from members and stakeholders
 - c. Review and proof written editorial content produced, and provide feedback to authors where required, to ensure high quality editorial standards are maintained across our blogs, news, publications, newsletters, press, and social media
 - d. Write and build regular engaging e-newsletters in our email platform for all of our brands
 - e. Write and schedule social media posts as part of membership engagement, external engagement, and advocacy
 - f. Run our social media accounts at our events, as well as supporting the events team before and during our conferences
 - g. Work with the team to keep our database records up-to-date through cleaning data in our CRM and research contact details of key contacts within our membership
 - h. Monitor and respond to emails in our enquiries inbox

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed. The post holder may be expected to work flexibly and perform such other duties other than those given in the job description.

PERSON SPECIFICATION

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

<i>Skills and experience</i>	<i>Essential / desirable</i>
Excellent copywriting and editing skills	Essential
Event marketing experience	Essential
Experience delivering marketing and communications for B2B or professional audiences	Essential
Experience in managing multiple projects concurrently	Essential
Experience of editing and uploading website content	Essential
Experience of using social media in a professional capacity	Essential
Experience of delivering communications for a membership body, network, association or professional body	Desirable
Experience of editing written content	Essential
Understanding of or experience in using CRM systems and databases (ideally Salesforce)	Desirable
Proficiency in Microsoft office	Essential
Experience of commissioning collateral from external bodies	Desirable
Administrative skills	Desirable

<i>Qualities</i>	<i>Essential / desirable</i>
Highly organised and good time management	
A positive, friendly and professional disposition and strong interpersonal skills	Essential
Ability to show initiative and take responsibility for work	Essential
Ability to work collaboratively and willingness to learn and develop	Essential
Ability and willingness to speak to members and stakeholders face-to-face and by phone	Essential
A willingness to keep up-to-date with higher education policy and trends and issues within the business school sector	Desirable
Ability to multi-task and work well under pressure	Essential
A can-do and determined attitude	Essential
High standards of integrity	Essential
Ability to work occasional flexible and unsocial hours including evenings if required and to travel, within the UK.	Essential
A willingness to support wider teams with projects where necessary	Essential
Commercial acumen	Desirable
Educated to degree level	Essential