



## **WORK WITH US**

### **Job Description - Marketing Manager**

December-January 2018

## JOB DESCRIPTION: MARKETING MANAGER

|                 |   |
|-----------------|---|
| Location:       | 40 Queen Street, London EC4R 1DD                |
| Salary:         | Up to £40,000 plus benefits                     |
| Responsible to: | Director of Communications & External Relations |
| Duration:       | Full time, permanent                            |

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**Applicants are asked to send their CV, with a covering letter explaining how they meet the 'person specification', by 20 January 2019 to Barney Roe, [barney.roe@charteredabs.org](mailto:barney.roe@charteredabs.org).**

### Purpose of the post

We are looking for an outstanding Marketing Manager to join our forward-thinking, friendly, and driven team. We are a business-minded, mission-led organisation motivated by our commercial and social goals: generating revenue and supporting our members to deliver a world class education and impactful research.

The Marketing Manager will play a critical role in promoting our portfolio of conferences, workshops and development programmes. They will also have the exciting opportunity to help launch a new CPD scheme for business school teaching staff. In addition, they will support our wider communications and brand.

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.

Business schools are a critical part of UK universities. They teach more students than any other subject at university and the research they undertake has an impact across society and the economy. The revenue generated from our events supports the Association to provide other benefits and value to our members through activities including research and lobbying.

The successful candidate will need to be a highly skilled marketer across digital, social 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 background will be in marketing professional events or learning and development programmes.

As our marketing is delivered as part of an integrated approach to communications and member engagement, you will also have responsibility for maintaining our websites ([charteredabs.org](http://charteredabs.org) and [smallbusinesscharter.org](http://smallbusinesscharter.org)), editing blogs and news content, sending out our newsletters, supporting the production of our publications, and assisting with managing our corporate brand.

## Principal job functions & main tasks

### Marketing

1. **Take the lead on marketing our conferences, development programmes and workshops:**
  - a. Produce, manage and execute marketing plans across channels (email, social media, web, print and telesales);
  - b. Drive registrations, revenue, and 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 our conference branding;
  - g. Devise innovative ways to market our events.
2. **Support the roll out of a new CPD scheme** – a transformational initiative to raise the quality of teaching and student experience in university business schools:
  - a. Support development of a sub-brand for the scheme;
  - b. Work with designers to manage the production of marketing collateral and digital assets;
  - c. Support the development of a new area of the website and ongoing maintenance thereafter;
  - d. Implement marketing plans to promote the scheme to business school educators in the UK and globally;
  - e. Drive paid subscriptions to the scheme and develop marketing initiatives to increase these year-on-year.

### Communications and Digital Content

1. Manage, and work with the wider team, to maintain of the Chartered ABS and Small Business Charter websites (using the website CMS or working with an external developer where required);
2. Work with the team to manage a pipeline of blogs and news content, and edit articles for publication;
3. Support the production of the Chartered ABS and Small Business Charter monthly e-newsletters;
4. Work with the team to manage the Chartered ABS and Small Business Charter social media channels (Twitter, LinkedIn and Facebook) and increase engagement;
5. Support the editing, production and dissemination of our reports and publications, ensuring they are on brand and on message;
6. Support the press office: support the Director of Communications & External Relations to build relationships, draft and issue press releases;
7. Support the production of internal reports on marketing and communications activity (using Google Analytics and other data reporting sources).

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 in B2B  | Yes       |           |
| Experience working on 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 using social media for professional purposes  | Yes       |           |
| Experience of using Customer Relationship Management systems/databases (CRM)  | 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 to upload content and mass email systems/platforms to build and send email campaigns                                | 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 |     |
| 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 the main 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       |           |

December 2018