

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:		Job Title:	Senior Marketing Executive
Reports to:	Head of Marketing	Location:	London
Department:	Marketing	Job Family:	Team Leader & Specialist

SECTION 2

DEPARTMENT STRUCTURE

Please see Appendix A attached.

SECTION 3

OVERALL JOB PURPOSE

(What is the purpose of the job?)

To contribute to, implement and monitor strategic and tactical marketing initiatives across all activities, products and services of the Institute.

This role, reporting to the Head of Marketing, will share responsibility for marketing related activities for the London Institute's three main business areas as well as contributing to the overall marketing of the organisation.

SIZE/DIMENSIONS

(In what context does this role operate in terms of area of impact, financial budgets and supervision and or management of staff.)

This role includes managing the workloads of Marketing Executives who will support your work, whilst, like you, will also be working on projects to support the Institute's wider marketing remit.

Budget will be allocated on a per project basis.

You will be responsible for a variety of equipment including marketing stands.

SECTION 4

ROLE EXPECTATIONS

(This area outlines in more detail the duties of the post holder).

Creating, developing and implementing marketing plans.

- Creating and developing marketing tactics in line with the business area's objectives.
- Implementing marketing plans in conjunction with project team members.
- Participating in regular planning and product development meetings.
- Co-ordinating marketing campaigns with sales activities.
- Project managing the creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional and content marketing campaigns which are aligned with social media activity.
- Project managing the department's multimedia content requests incl. working on video production & interviewing, scheduling podcasts.
- Creative copy writing for campaigns, web and content marketing.
- Assisting with data management: segmenting and analysing for campaigns activity. Building our data asset.
- Tracking budget activity.
- Managing and improving new customer acquisition and retention campaigns.
- Developing advertising opportunities with partners.
- Media planning and negotiating media purchase.
- Monitoring and reporting on competitor activity.
- Maintaining brand standards on all public communications.
- Monitoring and reporting on effectiveness of marketing campaigns and tracking ROI.
- Supporting other related activity such as PR, Events and thought leadership.

Supporting and developing staff and the team

- Working with the head of marketing and other senior marketing executives to manage and delegate tasks to marketing executives.
- Fulfilling the role of line management where required including regular 1-2-1s, setting and monitoring of objectives and development plans.
- Giving and receiving feedback from / to team members.
- Giving recognition to those who help and support you.
- Coaching team members to achieve.

Personal Development

- Taking responsibility for your own career and personal development.
- Actively looking for and participating in development opportunities such as courses and conferences to expand your knowledge.
- Keeping yourself up to date on the latest in marketing tactics and technology.
- Building networks outside the organisation and representing LIBF where possible.

Innovating and participating

- Contributing to process and team improvements and supporting internal projects such as Lean
- Joining with colleagues to work collaboratively on initiatives to support our new five-year strategy.
- Being prepared to experiment and for things not going to plan
- Challenging any established norms

CONTACTS AND INFLUENCE EXERCISED

(Type, number and seniority of contacts, impact of influence)

You will be a team player, with the experience, skills and personality to manage marketing related activities within our key business areas whilst also supporting the Head of Marketing's wider objectives for the Institute's overall marketing strategy.

You will be able to work effectively with the heads of the business areas to analyse their requirements from a marketing perspective, both learning from their expertise and championing your ideas, to ensure the best outcome for everyone involved.

You will also work collaboratively with colleagues across the organisation.

There will be the opportunity to interact with existing members and customers including businesses, training managers through to front line staff and a range of other external contacts including suppliers, speakers, trustees etc

DECISIONS

(How much freedom is there to provide solutions, and make decisions regarding the resolution of problems within the constraints of established guidelines or procedures, and supervision?)

Indicate the level which best describes the job holder's involvement in the decision making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	✓
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder's decisions:

Restricted to employee's own work	
Has impact on department/directorate* objectives	✓
Has impact on The London Institute of Banking & Finance / Proshare objectives	

Examples of the decisions that are generally made by the job holder

(To be added by line manager/employee)

- Proof read/edit and agree final proofs of materials
- Assess marketing options/tactics, decide on course of action
- Has impact on LIBF Objectives

DEFINITION /CLARITY

(The extent to which to job is defined; the clarity of the job's boundaries, levels of uncertainty)

You will be working for the London Institute's three main business areas as well as contributing to the overall marketing of the organisation. From time to time, there maybe conflicting priorities which need to be managed.

PERSON SPECIFICATION

Job Title: Senior Marketing Executive

Reports to: Head of Marketing

Department: Marketing

Qualifications, knowledge and professional memberships	Essential / desirable?
At least GCSE or equivalent in English and Maths (Literacy and Numeracy)	E
Degree educated or equivalent, ideally marketing other relevant subject	E
A professional qualification in marketing and evidence of CPD	E
Able to evidence an excellent standard of written English	E
Editing and writing in line with Plain Language Commission guidelines	D
Knowledge and understanding of all areas of marketing and business areas to help implement the company's marketing strategy.	E
Technical competencies (skills and experience)	Essential / desirable?
Creative writing combined with impeccable grammar and experience of writing for different audiences. Understanding and experience of writing for web and print.	E
Intermediate word, powerpoint and excel	E
A broad understanding and experience of the financial services and education industries, both higher and further	D/E
A good knowledge of the London Institute of Banking and Finance and its products	E
Understanding of Google AdWords and other forms of paid search	D
Experience of working with at least one leading CRM/Email Marketing system to develop automated campaigns and workflows. Knowledge of Microsoft Dynamics and Click Dimensions would be an advantage.	E
Email marketing expertise: Creative and technical planning, data research and management including GDPR, creative writing, measurement and follow up.	E
Planning and the basic principles of SEO and UX, website content management systems, signoff processes and version control, familiarity with Google Analytics.	D
Experience of working with images: image selection, basic cropping skills.	D
Working with social media in a corporate environment, creating your own social media content, planning and impact measurement.	E
Experience of working with an established brand to support and follow guidelines whilst creatively developing the ongoing appeal of the brand.	E
Understanding scriptwriting, interviewing techniques and editing to work effectively alongside our video department.	D
Excellent organisational and time management skills and experience of managing conflicting priorities.	E
Excellent attention to detail	E
Experience of working as part of a marketing team in a complex organisation	E

Core Competencies (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	Essential/ desirable?	Step
Values		
Listening and Learning	E	2-2
Innovation	E	2
Support	E	1
Transparency	E	1
Collaboration	E	1
Skills and Experience		
Business thinking	E	2
Getting things done to achieve results	E	3
The Customer experience	E/D	2/3
Managing quality and standards	E	2
Applying judgement and taking decisions	E	2
Managing individuals and teams (line managers only)	E	1

Signed

JOB HOLDER

Date

Signed

LINE MANAGER

Date

Appendix A

