



Job Description

Job Title:	Marketing Executive
Department:	Marketing Communications (Channel) within Strategy & Marketing
Reports to:	Marketing Manager
Purpose or aim:	This role successfully delivers CIM’s key marketing activities through all of its online channels. Working closely with the Brand & Communications team, this role is pivotal to the effective delivery, measurement, analysis and optimisation of CIM’s marketing to achieve its strategic and commercial objectives.
Description (Duties):	<p>Marcoms delivery and optimisation</p> <ul style="list-style-type: none"> • Responsible for delivery of our integrated and targeted campaigns across all online communication channels, continually striving to improve standards and results • Measure and analyse campaign performance against objectives and targets • Provide on-going reporting to key stakeholders, ensuring visibility of digital performance to enable progressive strategies and optimisation of communication channels • Employ the techniques and skills required to produce cut-through digital communications • Ensure best practice is inherent within all strategies to maximise effectiveness of marketing • Keep on top of new developments and trends and take a proactive approach to improving our marketing • Champion the campaign workflow process to ensure adherence at all times • Work with the Marketing Manager to optimise all third party suppliers, ensuring the business receives value for money and the best external resources to fit our requirements • Maintain and broaden effective working relationships with other business teams and departments, facilitating the smooth delivery of impactful marketing communications • Work closely with Creative, ensuring requirements are provided in a clear and timely manner ensuring results/best practice learnings are feedback to optimise future activity
Direct Reports:	N/A
Resource Accountability:	N/A
Notice Period:	1 month
Car or Car Allowance:	N/A
Equipment Needed:	N/A



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Any Special Conditions:	N/A
Person Specification:	<p>Skills</p> <ul style="list-style-type: none">• Experience of delivering digital marketing communications• Highly organised and able to balance multiple tasks concurrently• Ability to work effectively across cross-functional teams – a good relationship builder at all levels• An analytical mind with an insight-driven approach to maximise effectiveness of marketing• Able to present complex content in a clear and compelling manner• Excellent presentation skills with a confident manner <p>General attributes</p> <ul style="list-style-type: none">• Has a passion for marketing• Positive and flexible attitude• Takes responsibility for their work• Is accountable for what they do• Customer focused and results driven• Exceptional attitude – puts everything into everything they do• Strong team member <p>Qualifications</p> <ul style="list-style-type: none">• Educated to degree-level or similar• Ideally CIM qualified or shows a willingness to further study• Digital marketing qualifications or training
Date Reviewed:	28.11.16
Job Holder Signature:	
Line Manager Signature:	
HR Signature:	