



# Job Description

<b>Job Title:</b>	Marketing Manager
<b>Department:</b>	Marketing Communications (Channel) within Strategy & Marketing
<b>Reports to:</b>	Head of Marketing Communications
<b>Purpose or aim:</b>	This role is responsible for ensuring CIM’s key marketing activities are successfully delivered 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.
<b>Description (Duties):</b>	<p><b>Marcoms delivery and optimisation</b></p> <ul style="list-style-type: none"><li>• Responsible for media planning and delivery of our integrated and targeted campaigns across all online communication channels, continually striving to improve standards and results.</li><li>• Advise on the best metrics and monitor, measure and analyse campaign performance against objectives and targets.</li><li>• Provide on-going reporting to key stakeholders, ensuring visibility of digital performance to enable progressive strategies and optimisation of communication channels.</li><li>• Lead in the techniques and skills required to produce cut-through digital communications – be the go-to person.</li><li>• Ensure best practice is inherent within all strategies to maximise effectiveness of marketing.</li><li>• Embed a ‘test and learn’ culture to continually measure and improve our output.</li><li>• Keep on top of new developments and trends and take a proactive approach to improving our marketing strategies, campaigns and digital channels to achieve strategic and commercial objectives.</li><li>• Champion and help police the campaign workflow process to ensure adherence at all times.</li><li>• Work with the Head of Marketing Communications to optimise all third party suppliers, ensuring the business receives value for money and the best external resources to fit our requirements.</li><li>• Own the media and measurement budget, working closely with the Head of Marketing Communications to drive efficiencies.</li><li>• Challenge the status quo and bring new ways of thinking to the business and those you work with.</li><li>• Maintain and broaden effective working relationships with other business teams and departments, facilitating the smooth delivery of impactful marketing communications.</li><li>• Work closely with Creative, ensuring requirements are provided in a clear and timely manner ensuring results/best</li></ul>



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	<p>practice learnings are fed back to optimise future activity.</p> <p><b>Team management</b></p> <ul style="list-style-type: none"> <li>• Mentor and develop the skills of your direct reports, ensuring 121s are diarised for regular catch ups.</li> <li>• Identify skill gaps and propose any training requirements to improve individual/team performance to benefit the business.</li> <li>• Ensure workload is effectively managed across the team, continuously providing the best service to the business.</li> <li>• Be a role model for the Marketing Communications department, always displaying a positive attitude, thirst for knowledge and passion for delivering excellence.</li> </ul>
<b>Direct Reports:</b>	Marketing Executive, Marketing Co-ordinator
<b>Resource Accountability:</b>	Media and measurement budget
<b>Notice Period:</b>	1 months
<b>Car or Car Allowance:</b>	N/A
<b>Equipment Needed:</b>	Laptop and mobile phone
<b>Any Special Conditions:</b>	N/A
<b>Person Specification:</b>	<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Experience of digital marketing communications ideally with campaign planning abilities</li> <li>• Highly organised and able to balance multiple tasks concurrently</li> <li>• Ability to work effectively across cross-functional teams – a good relationship builder at all levels</li> <li>• An analytical mind with an insight-driven approach to maximise effectiveness of marketing</li> <li>• Able to present complex content in a clear and compelling manner</li> <li>• Excellent presentation skills with a confident manner</li> </ul> <p><b>General attributes</b></p> <ul style="list-style-type: none"> <li>• Has a passion for marketing and exceptional digital experience</li> <li>• Positive and flexible attitude</li> <li>• Takes responsibility for their work, able to stand up for what they believe</li> <li>• Is accountable for what they do</li> <li>• Exceptional attitude – puts everything into everything they do</li> <li>• Strong team member with proven leadership abilities</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Ideally CIM qualified.</li> </ul>



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	<ul style="list-style-type: none"><li>• Educated to degree-level or similar</li><li>• Digital marketing qualifications or training</li></ul>
<b>Date Reviewed:</b>	30.09.16
<b>Job Holder Signature:</b>	
<b>Line Manager Signature:</b>	
<b>HR Signature:</b>	