



Job Description

Job Title:	Marketing Manager
Department:	Marketing Content and Engagement Manager
Reports to:	Marketing Director
Purpose or aim:	To drive engagement with members and marketers through content, insight and discussion with a focus on acquisition and retention of CIM members and ultimately building a more effective and valuable membership proposition. This role is also responsible for communications to key stakeholders both internally and externally to ensure a clear two way understanding and exchange of information.
Description (Duties):	<p>Engagement:</p> <ul style="list-style-type: none"> • Externally – develop an engagement strategy to increase brand awareness, discussion and value. • Internally – develop a communications process which ensure all key stakeholders are aware of information and objectives. • Working closely with senior management, develop the content roadmap and Catalyst magazine. • Work with publishing agency to plan content and delivery across all channels which adds value and drive marketers to connect and engage with CIM with the objective of them becoming members. • Work with key stakeholders recommending the best form of content to be used for specific campaigns. • Work closely with publishing agency and brand and comms to get the right content supporting marketing initiatives which drive traffic, engagement, and customer retention. • Manage and facilitate social media and networking communities - responding and developing marketing discussions, sharing content and gathering feedback. <p>Cross functional working:</p> <ul style="list-style-type: none"> • Work closely with the comms team to feed back in on conversations and key points / topics of interest and how we can utilise them in campaign planning. • Work closely with the customer experience team to understand the customer journey and drive a more effective membership proposition with focus on acquisition and retention. • Work with the Head of Comms, PR and other business functions to build a cohesive internal comms strategy. • Deliver internal comms within CIM, networks and regions as required. • Work closely with Creative, ensuring requirements are provided in a clear and timely manner ensuring results/best practice learnings are fed back to optimise future activity. • Work closely with propositions and insights to feed in marketer and member feedback which drives future propositions and services.



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	<p>Team management</p> <ul style="list-style-type: none">• Mentor and develop the skills of your direct reports, ensuring 121s are diarised for regular catch ups.• Identify skill gaps and propose any training requirements to improve individual/team performance to benefit the business.• Ensure workload is effectively managed across the team, continuously providing the best service to the business.
Direct Reports:	Marketing Content and Engagement Executive
Resource Accountability:	n/a
Notice Period:	1 month
Car or Car Allowance:	N/A
Equipment Needed:	Laptop and mobile phone
Any Special Conditions:	N/A
Person Specification:	<p>Skills</p> <ul style="list-style-type: none">• Experience of digital marketing communications• Highly organised and able to balance multiple tasks concurrently• Ability to work effectively across cross-functional teams and with external agencies – 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 and a want to drive engagement• Positive and flexible attitude• Takes responsibility for their work, able to stand up for what they believe• Is accountable for what they do• Exceptional attitude – puts everything into everything they do• Strong team member with proven leadership abilities. <p>Qualifications</p> <ul style="list-style-type: none">• Ideally CIM qualified• Educated to degree-level or similar• Digital marketing qualifications or training.



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Date Reviewed:	6.06.2017
Job Holder Signature:	
Line Manager Signature:	
HR Signature:	