

Senior Marketing Executive

Job Description

Department:	Product and Marketing
Reports to:	Marketing Manager
Direct Reports:	None
Key Relationships:	Head of Product & Customer Propositions; Events team; Digital team; Insights & Thought Leadership
Location:	Corby with flexible working



Overview

We are looking for an experienced marketing professional to support the Marketing team in developing suitable resources and tools to maximise sales for B2B and B2C. You will ideally have substantial, proven experience within a product marketing role.



Job Purpose & Key Responsibilities

- Develop clear and concise support resources for our products to support internal stakeholders to effectively engage different audiences and maximise opportunities to increase sales, membership and brand awareness
- Identify proof points and key messages and communicate these in a simple yet effective way across multiple channels.
- Optimise product webpages and collateral to improve SEO and drive lead capture.
- Scope, develop and lead multi-project, multi-channel campaigns, while working across departments to generate leads and drive product sales.
- Analyse and report on the effectiveness of campaigns/projects and recommend improvements.
- Create and optimise email communications to engage CMI's member base.
- Ensure that CMI's brand is consistently applied across advertising, marketing and communications.
- Design and manage the production of business documents, marketing, advertising and communications material for print and web.
- Write and proofread copy.
- Support the Marketing Manager in the development and implementation of the marketing plan.



Requirements

- Substantial, proven experience in marketing products.
- Ability to track and understand in-depth campaign analytics to derive insights and actionable recommendations, and optimise multi-channel activity accordingly.
- Excellent content and copy writing skills.

- Great attention to detail
- Strong team player
- Strong project management skills with the ability to lead and motivate a project group
- Able to communicate effectively with key stakeholders and manage accordingly
- A “can do” attitude, organised and a self-starter.
- Results-orientated, embracing challenges and meeting deadlines.
- The ability to work at pace without compromising quality

» **Objectives**

- To deliver the KPIs of the team in line with the wider aims and objectives of the department, directorate and CMI.
- To support in the reinvigoration of our membership offering.
- Developing our product offering with a focus on sales support / go-to-market.
- Renewing and extending existing partnerships across the Higher Education industry, employment providers and partners.
- Communicate the value add of our offers and engage key audiences in our Thought Leadership and Insights.
- Provide marketing support in the delivery of key regional and national events.

» **General Responsibilities**

- To be a credible ambassador for CMI, role modelling CMI values and its professional code of conduct.
- To ensure that all CMI resources are utilised effectively and responsibly, through a culture of continuous improvement which delivers value for money and quality service standards.
- To fulfil the key responsibilities of the job role in a professional manner adapting to changing circumstances and re-prioritising accordingly.
- To ensure that efficient methods of delivery are built into all planning and objectives.
- To work collaboratively with peers and internal and external customers.
- To adhere to CMI’s Customer Service Charter.

The CMI approach is to work collaboratively and flexibly and you may be required to take on additional responsibilities as and when required to support the business

It is your responsibility to ensure that your own professional development and knowledge of CMI products and services are fully up-to-date at all times and you should optimise all CMI resources available to you as well as make your line manager aware of any training required to enable this.

CMI is an equal opportunities employer. You should be committed to ensuring that within the framework of the law, that our workplaces are free from unlawful or unfair discrimination as defined by the Equality Act 2010.

Name.....

Signed.....

Date.....