

Marketing Manager

Reports to: Executive Director – Marketing and Communications
Direct reports: Two Marketing Executives
Based: Marketing department, CQI office, London
Contract: Full-time, permanent (35 hours per week)

Role purpose

The Marketing Manager will work closely with colleagues within Marketing and across different teams to support the CQI's business functions and help to achieve strategic objectives.

This role will be responsible for managing marketing and communications campaigns to recruit new and retain existing members, to raise the profile of the organisation and the quality profession, and to attract delegates to events and training courses.

Responsibilities

- **Line management:** Manage the work allocation, project delivery, and performance of two Marketing Executives
- **Strategic planning:** Contribute to the development of and implement the overall strategic marketing and communications plan
- **Marcomms campaigns:** Manage the scheduling of new and existing campaigns as part of an annual plan and evaluate campaign performance against agreed objectives and KPIs.
- **Collaboration:** Work closely with the Executive Director – Marketing and Communications and the Digital Marketing Manager to align projects and activities to business goals. Ensure a high level of customer service and work effectively with colleagues across the organisation
- **Digital marketing:** Work closely with the digital team to ensure opportunities are maximised to reach prospects across the CQI's digital channels
- **Offline marketing:** Lead on the management of offline and integrated campaigns and activities. Work with the other teams to support and promote the CQI's presence at external events
- **Copy, design, content and print:** Write, edit and proofread copy for a range of collateral and manage the design, production and distribution of audio-visual, electronic and print materials as well as merchandise
- **Third party relationships:** Lead external supplier and agency relationships and work closely with the media agency/provider and colleagues on press releases and media relations
- **Financial management:** Manage allocated areas of the marketing budget and follow financial processes for commissioning work, recording expenditure and submitting invoices
- **Research:** Conduct market and audience research including customer profiling. Gain a good understanding of the CQI's markets, customers and competitors

- **Database/CRM management:** Make full use of the membership database to track recruitment and retention figures and to analyse and use data for campaign planning

Key skills and behaviours

- Knowledge of the full marketing mix, channels, tools and techniques
- Strong people management skills
- Sound commercial awareness
- Excellent communication skills
- Strong stakeholder management skills
- Excellent project and campaign management skills
- Highly effective writing, editing and proofreading skills:
- Sound research and analysis
- Drive and determination to achieve success
- Good understanding of digital marketing channels and tools
- Sympathy with the charitable objectives of the organisation

Qualifications and experience

- Educated to degree level or equivalent
- Experience of leading a marketing team
- Broad multi-channel marketing and communications knowledge
- Proven track record of successful project and campaign management
- Proven experience of copywriting, editing and proofreading for a range of audiences
- Experience of working with and effectively managing multiple stakeholder relationships
- Demonstrable track record of spotting business opportunities and driving improvement
- Professional marketing qualification or working towards (desirable)
- Experience of working in a membership organisation (desirable)

Additional Information

- **Start date:** Immediate
- Permanent, full-time, 35 hrs per week position (Mon – Thurs 9am to 5pm; Fri 9am to 4pm) with some flexibility around these core hours
- The role will be based in our office near Chancery Lane, London, and will require occasional travel (mostly in the UK) to attend events and client meetings

Benefits

- A pension scheme into which the CQI will contribute an amount equal to 4% of qualifying earnings in the first year, increasing to 7% after one year's service
- Life assurance
- Interest-free season ticket loan
- [Perkbox](#) benefits (e.g. a free coffee/hot drink every week and a free cinema ticket every month)

- 25 days holiday, increasing by one day for every year of service to a maximum of 30 days, plus UK bank holidays (pro rata)
- 3 days office closure between Christmas and New Year
- 35 hour working week, finishing at 4pm on Fridays
- Flexible working hours, i.e. flexible start and finish times around core hours
- Career development – we are committed to developing our people and invest in training for everyone
- Various activities to get involved with professionally and personally e.g. weekly coffee mornings, monthly all-staff meeting, social committee events
- Open, friendly culture in an organisation committed to doing an excellent job for the quality profession

Please send your CV and a covering letter, explaining how your skills and experience meet the requirements of the role, to marketingcareers@quality.org by 24:00 (midnight) on **Sunday 12 January 2020**.

The Chartered Quality Institute (CQI) is the professional body for quality and auditing professionals. We have a range of products and services aimed at raising awareness of quality (governance, assurance, improvement) and growing capability within organisations in all sectors.

We also own the International Register of Certificated Auditors (IRCA), for auditors of management systems, and have a combined membership of 19,000 professionals.

Our training course portfolio provides the industry standard for professionals working in quality management.

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