

## Marketing Executive

Reports to: Marketing Manager  
Direct reports: None  
Based: Marketing department, CQI office, London  
Contract: Full-time, permanent (35 hours per week)

### Role purpose

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

The Marketing Executive will be responsible for creating and delivering effective 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.

### Key responsibilities

- **Strategic planning:** Provide input into the development of marketing and communications strategic plans, be fully aware of their details, and align tactical activities to them
- **Marketing and communications campaigns:** Develop detailed activity plans. Implement, track and evaluate campaigns to meet growth and retention targets for CQI membership and IRCA registration, delegate sales for events and training courses, and brand awareness objectives
- **Collaboration (Marketing):** Work closely with all Marketing colleagues, and especially with the other Marketing Executives in post, to ensure cross promotion of projects and to provide additional support and cover when needed
- **Collaboration (other departments):** Work with the Membership, Learning & Development, Commercial, Content and Policy teams to identify marketing and communications priorities and shape tactical activities. Be prepared to implement reactive plans to meet a shortfall in income targets. Keep internal stakeholders abreast of new campaigns and updated on their progress
- **Digital marketing:** Develop and manage digital campaigns, working in conjunction with digital agencies. Use insights from CRM data and other sources to craft and deliver targeted communications to segmented audiences. Maximise opportunities to reach new prospects across the CQI's channels, making good use of website content, SEO, PPC and CPC campaigns, social media, email and e-newsletters. Use the content management system to ensure web pages are up to date
- **Copy, design and print:** Write clear, concise and compelling copy; edit content contributions; and proofread for a range of collateral to support marcomms activities. This includes reports, brochures, flyers, direct mail and banners. Co-ordinate the design, production and distribution of print materials and merchandise, liaising with a range of third parties including designers, creative agencies, printers and mailing houses
- **Content creation:** Work with the Policy, Learning and Development, Content and Membership teams, and other key stakeholders such as members, branch and Special Interest Groups (SIGs), to produce case studies, endorsements, videos and other content that can be used on the CQI's digital channels, for promotional purposes, and to generate PR opportunities
- **Press and PR:** Work closely with colleagues in the Marketing, Policy and Content teams to write press releases, respond to media enquiries, prepare statements, put together media

materials and organise press events

- **Research:** Conduct market and audience research including customer profiling. Gain a good understanding of the CQI's markets, customers and competitors and use this research to feed into campaign activity
- **Database/CRM management:** Make full use of the membership database to keep track of recruitment and retention figures and to analyse data for campaign planning. Ensure data capture for prospects is targeted and GDPR compliant
- **Monitoring and evaluation:** Assess the effectiveness of all campaign activity through regular tracking and reporting against agreed KPIs. Make suggestions for, agree and implement measures to improve performance
- **General:** Process invoices, order supplies and carry out any other relevant marcomms activities based on the needs of the business

### Performance indicators of the role

(These are included to outline the scope of the role. The list is not exhaustive). As part of a small but nimble team, the Marketing Executive will play a key part in implementing marcomms activities including:

- Planning and delivering campaigns to set timeframes and budgets
- Achieving clear messaging and generating interest in the CQI brand from the industry, media and prospective members
- Meeting agreed project and campaign objectives and targets
- Internal and external stakeholder satisfaction

### Skills and behaviours

- Excellent **project and campaign management:** Including planning for campaigns and activities, with the ability to meet deadlines, multi-task, and manage stakeholders and external suppliers
- Excellent understanding of **digital marketing channels and tools:** With knowledge and experience of using websites, CMS and CRM systems, Google Analytics, SEO, PPC, email and social media
- Highly effective **writing, editing and proofreading** skills: With the ability to identify and tailor key messages, to write compelling copy, and to adapt the tone and style of writing for range of channels and audiences
- Excellent **stakeholder management:** Able to quickly and confidently establish good working relationships with key internal and external contacts at all levels, including the ability to communicate clearly and manage expectations
- Sound **research and analysis:** Adept at analysing external and internal data on markets, trends, competitors, members, prospects and the impact of campaigns
- **Drive and determination:** To achieve success, with strong professional pride and commitment to driving campaigns and activities forward to meet and exceed goals
- **Collaborative team player:** With a positive can-do attitude and the ability to work in a joined-up way with a diverse, global and cross-functional team
- **Commercial awareness:** Able to spot opportunities, think creatively and come up with innovative solutions to problems, motivated to see these through and to meet targets
- **Computer literacy:** including MS Word, Excel, Outlook and understanding of website content management systems, social media platforms and tools, SEO and databases

## Qualifications and experience

- Educated to degree level or equivalent
- Proven track record of successful project and campaign management
- Multi-channel marketing knowledge including experience of print, digital campaigns, brand management and events, and a track-record of delivering to deadlines
- Proven experience of copywriting, editing and proofreading for a range of audiences
- Experience of working with and managing multiple stakeholders
- Experience in a marketing or communications role
- Experience of using databases and manipulating data for campaigns
- Demonstrable track record of spotting business opportunities and driving improvement

## Desirable experience and qualifications

- Experience of traditional and digital marketing to B2B and B2C audiences
- Proven track record of successful product marketing
- Professional marketing qualification or working towards (CIM or similar)
- Exposure to Adobe Creative Suite (preferably Photoshop and InDesign)
- Experience of marketing to a global audience

## Additional Information

- **Start date:** Immediate
- This is a 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

Please send your CV and covering letter, explaining why you are interested in the role and how you meet the **skills and experience** required, to [careers@quality.org](mailto:careers@quality.org)

For more information, please call our HR team on 020 7245 8534.

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