

Marketing Manager

Reports to: Executive Director – Marketing and Communications
Direct reports: Two Marketing Executives
Based: Working from home (currently) and CQI office in London EC4
Contract: Full-time, permanent (35 hours per week)

Role purpose

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

This role is responsible for managing effective and efficient marketing and communications projects, campaigns and activities to recruit new and retain existing members; raise the profile of the organisation and the quality profession; and attract delegates to events and training courses.

Key responsibilities

1. Line management

- Manage the work allocation, delivery and performance of two Marketing Executives
- Make good use of structured management and development tools such as regular one-to-one meetings, coaching, annual performance reviews and training

2. Strategic marketing and departmental collaboration:

- Contribute to the development of the overall strategic marketing and communications plan.
- Work closely with the Executive Director – Marketing and Communications and the Digital Marketing Manager to align projects and activities to agreed marketing objectives and KPIs
- Provide additional support and/or cover for the Digital Marketing Manager and deputise for the head of department when required

3. Project management:

- Take joint ownership, with the Digital Marketing Manager, of the annual marketing and communications planner
- Use Smartsheet to schedule, resource and support the team to deliver projects, campaigns and activities, on time and within budget

4. Marketing campaign/activity management:

Use data, analytics, research and insights to inform marketing work:

- Gain a good understanding of the CQI's markets, sectors, positioning, customers (personas) and competitors
- Conduct market/audience research as needed for campaigns and consistently monitor, improve and evaluate activities. Ensure data capture is GDPR compliant

- Make full use of the membership CRM to analyse data for campaign planning, create targeted digital communications, and track recruitment and retention figures
- Work closely with colleagues to support online campaigns with optimised content, and maximise opportunities to reach prospects across the CQI's digital channels

5. Event and webinar management:

- Plan and run the CQI's International Quality Awards (2022) and deliver webinars and other events (physical and virtual)
- Work with teams across the CQI to support and promote our presence at external events

6. Stakeholder relationship management:

- Ensure the Marketing team provides a high level of internal and external customer service. This includes collaborating with colleagues across the organisation, volunteers and partners to identify business priorities and shape tactical activities
- Be prepared to implement reactive plans to meet a shortfall in income, revised targets or new opportunities

7. Process management:

- Understand the CQI's Marketing Frameworks and the processes that sit within them
- Follow, refine and develop processes (such as briefing, project planning and content management) to support the efficiency and effectiveness of the team's work
- Make recommendations and implement improvements

8. Copy, content, design and production:

- Produce clear briefs; write concise, targeted and compelling copy; edit content contributions; and proofread for a range of collateral
- Manage and oversee the design, production and distribution of digital and print materials including videos, presentations, publications, direct mail, banners and branded items

9. Third party relationships:

- Lead external supplier and agency relationships. Adhere to CQI policies regarding tenders, intellectual property, data protection and contractual agreements

10. Press and PR:

- Work closely with colleagues in the Marketing, Policy and Content teams to produce press releases, respond to media enquiries, prepare statements and put together media materials

11. Financial management:

- Manage the marketing budget using the digital finance system; check spend against management accounts; ensure accurate forecasts and reforecasts; and follow financial processes for commissioning work, recording expenditure and submitting invoices

12. General:

- Carry out any other activities based on the needs of the business as directed by the Executive Director – Marketing and Communications

Key skills and behaviours required

- **Marketing:** Strong knowledge of the marketing mix, channels, tools and techniques
- **People management:** Demonstrable success as a line manager, leader and role model. Ability to inspire others and support them through periods of change
- **Project and process management:** Proven experience of planning, managing processes for and successfully delivering marketing projects, campaigns and activities
- **Event and webinar management:** Ability to manage and run physical and virtual events from concept to completion
- **Commercial awareness and financial management:** Deft at spotting opportunities, thinking strategically and creatively, meeting targets, budgeting and monitoring spend
- **Stakeholder management:** Ability to establish good working relationships with colleagues and external contacts on all levels, to manage expectations and to work in a diverse, global and multi-functional organisation
- **Communication:** Excellent verbal skills (able to engage in meetings and deliver presentations with gravitas); written skills (including copywriting, editing and proofreading skills); and listening skills (to understand and be responsive to other perspectives)
- **Writing, editing and proofreading:** Proficient in ability to identify and tailor key messages and adapt the tone and style of writing for a range of channels and audiences
- **Research and analysis:** Adept at analysing external and internal data on markets, sectors, 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
- **Digital marketing channels and tools:** Good knowledge and experience of using website and email CMS systems, CRMs, Google Analytics, SEO, PPC and social media
- **Values:** Sympathy with the charitable objectives of the organisation

Qualifications and experience

Essential

- Educated to degree level or equivalent
- Proven experience of leading marketing teams, ideally in the not-for-profit sector, and coaching individuals to develop their performance
- Broad multi-channel strategic marketing and communications knowledge and experience of print, digital, brand management and events
- Proven track record of successful project management and campaign management, with experience of manipulating data for campaigns and delivering to deadlines
- Experience of working with and effectively managing multiple stakeholder relationships
- Proven experience of copywriting, editing and proofreading for a range of audiences
- Demonstrable track record of spotting business opportunities and driving improvement

Desirable

- Professional marketing qualification or working towards (CIM or similar)
- Experience of working in a membership organisation
- Experience of marketing to a global audience

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 home based (during the Covid-19 pandemic) and then a mix of virtual and office-based working. Our office is near Chancery Lane, London. There will be occasional travel (within 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](#) (a platform that offers employee perks such as discounts at major retailers and grocery stores, a free weekly coffee, free feature film streaming and much more)
- 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' 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, and the opportunity to work from home post-pandemic lockdown
- Career development – we are committed to developing our people and investing in training. We also pay for one professional (job-related) membership per year
- Various activities to get involved with professionally and personally e.g. weekly coffee mornings, social committee events, summer social, Christmas party etc
- Open, friendly culture in an organisation committed to doing an excellent job for the quality profession

How to apply

Please send your **CV and a covering letter** (explaining how you meet the key skills, behaviours and experience required) to Heather Chappell at: marketingcareers@quality.org
The deadline for receiving your application is **5.00pm on Thursday 17 December**.

About the CQI

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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