

Marketing Executive

Reports to: Marketing Manager
Direct reports: None
Based: Marketing department, CQI office, London WC2A 1EU
(currently working from home due to pandemic restrictions)
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 input:** Contribute to 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 and IRCA membership, event and training course bookings, and brand awareness objectives
- **Research, insights and audience:** Gain a good understanding of the CQI's markets, customers and competitors and use this research to feed into campaign activity. 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, social media, email, e-newsletters etc
- **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 and in-person events:** Plan, manage, promote and evaluate webinars and events in collaboration with other departments. Ensure processes are followed, stakeholders are managed well, and all deadlines are met
- **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 copy for digital comms (eg web, email, blog) and print materials (reports, brochures, flyers, direct mail and banners). Co-ordinate the design, production and distribution of print and digital content and merchandise, liaising with third parties including designers, creative agencies, video producers, 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
- **Database/CRM and CMS 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. Use the website content management systems (Drupal and RiSE) to ensure web pages are up to date and the email marketing system (Informz) to create and send out email campaigns
- **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
- **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
- **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
- Very good understanding of **digital marketing channels and tools:** With knowledge and experience of using websites, email and social media, CMS and CRM systems, and a good understanding of Google Analytics, SEO and PPC
- 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 a 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 and confident at manipulating and 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 digital campaigns, brand management, events and print, 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 driving improvement

Desirable experience and qualifications

- Experience of digital and traditional 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 with some flexibility around these core hours
- The role will be based at home during the pandemic restrictions. Once it is safe to return to the office, there will be the flexibility to blend working in the office with working from home. You may also be required to travel occasionally (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
- Reward Hub, an online platform that offers the largest employee discounts scheme in the world, as well as a wellbeing centre that supports physical, mental and financial wellbeing

- 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
- Flexible working hours, ie 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 eg weekly coffee mornings, social committee events, training
- Sociable friendly culture 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 Isabelle Kihm at: marketingcareers@quality.org

About the CQI

The Chartered Quality Institute (CQI) is a professional membership body with 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 has a combined membership of 19,000 professionals. Our training course portfolio provides the industry standard for quality professionals.

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