

## Senior Marketing Executive

Reports to: Digital Marketing Manager  
Direct reports: None  
Based: CQI office in London  
Contract: Six-month fixed term contract (35 hours per week)

### Role purpose

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

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

#### Campaign management:

- Gain a good understanding of the CQI's markets, sectors, positioning, customers (personas) and competitors
- Develop and implement marketing and communications campaigns for CQI and IRCA's events, products, and saleable CQI assets
- Working with internal stakeholders, develop detailed activity plans against marketing and communications campaigns that maximise brand presence, bookings, and engagement, (Quality Live, International Quality Awards, Webinars, SIGs, partner events, Membership renewals, recertification, regrades and welcome series). Supported by the Digital Marketing Manager and as informed by CQI strategy
- Conduct market/audience research as needed to guide campaign activity and ensure data capture is GDPR compliant
- Utilize the CRM for member profiling, supporting campaign planning
- Collaborate with product teams to identify and source opportunities, that focus on driving revenue and customer relationships
- Identify and maximise cross-selling opportunities utilizing the CQI's marketing comms channels

#### Data and insights:

- Use data, analytics, research, and insights to inform marketing work
- Consistently monitor, improve, and evaluate activities
- Contribute to the Marketing dashboard with key metrics monthly

#### Project management:

- With support from the Digital Marketing Manager, take ownership of the annual Marketing and Communications Planner and Content Planner
- Use Smartsheet to schedule, resource and support the team to deliver projects, campaigns, and activities, on time and within budget

- Utilize the Content Development Team's area to keep up to date with processes and projects as outlined in the organisational calendar

### **Stakeholder relationship management:**

- Role model best practice when working with internal and external stakeholders to drive a high-level sentiment rate. This includes collaborating with colleagues across the organisation, volunteers, and partners to identify business priorities and shape tactical activities
- Lead external supplier and agency relationships. Adhere to CQI policies regarding tenders, intellectual property, data protection and contractual agreements

### **Process management:**

- Understand the CQI's Frameworks and the processes that sit within them
- 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

### **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
- Liaise with Content Team to maximise opportunities to engage with members/prospects and to avoid duplication

### **Financial management:**

- With support from the Digital Marketing Manager, manage campaigns ensuring each is within budget
- Ensure accurate forecasts and reforecasts, with supporting narrative and follow financial processes for commissioning work, recording expenditure, and submitting invoices
- Support the Digital Marketing Manager in the overall management of the marketing budget

### **General:**

- Act as an ambassador, representing the organisation internally and externally virtually and at in person events
- Carry out any other activities based on the needs of the business as directed by the Digital Marketing Manager

### **Skills and behaviours**

- **Stakeholder management:** Ability to establish strong relationships quickly and confidently with key internal and external stakeholders at all levels. With the ability to communicate clearly and manage expectations
- **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)
- **Collaboration:** With a positive, can-do attitude and hands on approach, with the ability to work in a joined-up way with a diverse, global, and cross-functional team
- **Marketing:** Strong knowledge of the marketing mix, channels, tools, and techniques
- **Digital marketing channels and tools:** Sound knowledge and practical experience of using website, email, CMS, CRMs, Google Analytics, SEO, PPC and social media

- **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
- **Social media:** Demonstrable experience of supporting campaign management with social media communication as appropriate
- **Project and process management:** Proven experience of planning, managing processes for and successfully delivering marketing projects, campaigns, activities, and events. Ability to meet deadlines, multi-task, manage stakeholders and external suppliers
- **Commercial awareness and financial management:** Confident at spotting opportunities, thinking strategically and creatively, meeting targets, budgeting and monitoring spend
- **Data and insights:** Ability to analyse data to gain insights, inform content and assess the impact of digital campaigns, including experience of using Google Analytics to track web performance
- **Drive and determination:** To achieve success, with strong professional pride and commitment to driving campaigns and activities forward to meet and exceed goals
- **Systems confidence:** Able to work with Microsoft Teams, SharePoint, Word, Excel, Outlook and understanding of web management, databases, and digital platforms (Apps)
- **Continual Professional Development:** A commitment to learning and development for self and team. Understanding of external environment in copywriting and publishing
- **Values:** Sympathy with the charitable objectives of the organisation

### Qualifications and experience

- Educated to degree level or equivalent in marketing
- Experience of working in a membership organisation
- Experience of supporting Events in a marketing capacity
- Experience of marketing to a global audience
- Extensive experience of delivering multi-faceted mar/comms campaigns and meeting deadlines, ideally in the not-for-profit sector
- Broad multi-channel strategic marketing and communications knowledge and experience of print, digital, brand management and events
- Proven experience of copywriting, editing and proofreading for a range of audiences

### Additional Information

- Start date: Immediate
- This is a full-time, fixed term six-month contract, 35 hours 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 offices on Chancery Lane, London. There is 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
- £34 - £38,000 depending on experience

### Benefits

A pension scheme into which the CQI will contribute an amount equal to 4% of qualifying earnings, increasing to match any increased employee contribution up to a maximum of 10%

- Life assurance
- Interest-free

- 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
- Seasonal flu jabs
- 25 days holiday per annum – pro rata for fixed-term
- 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
- Working from home (hybrid)
- 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, 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 covering letter**, explaining how you meet the key skills, experiences and behaviours required, to Lyndsey Nassim at: [marketingcareers@quality.org](mailto: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 we have a combined membership of approx. 19,000 professionals. Our training course portfolio provides the industry standard for quality professionals.

[www.quality.org](http://www.quality.org)