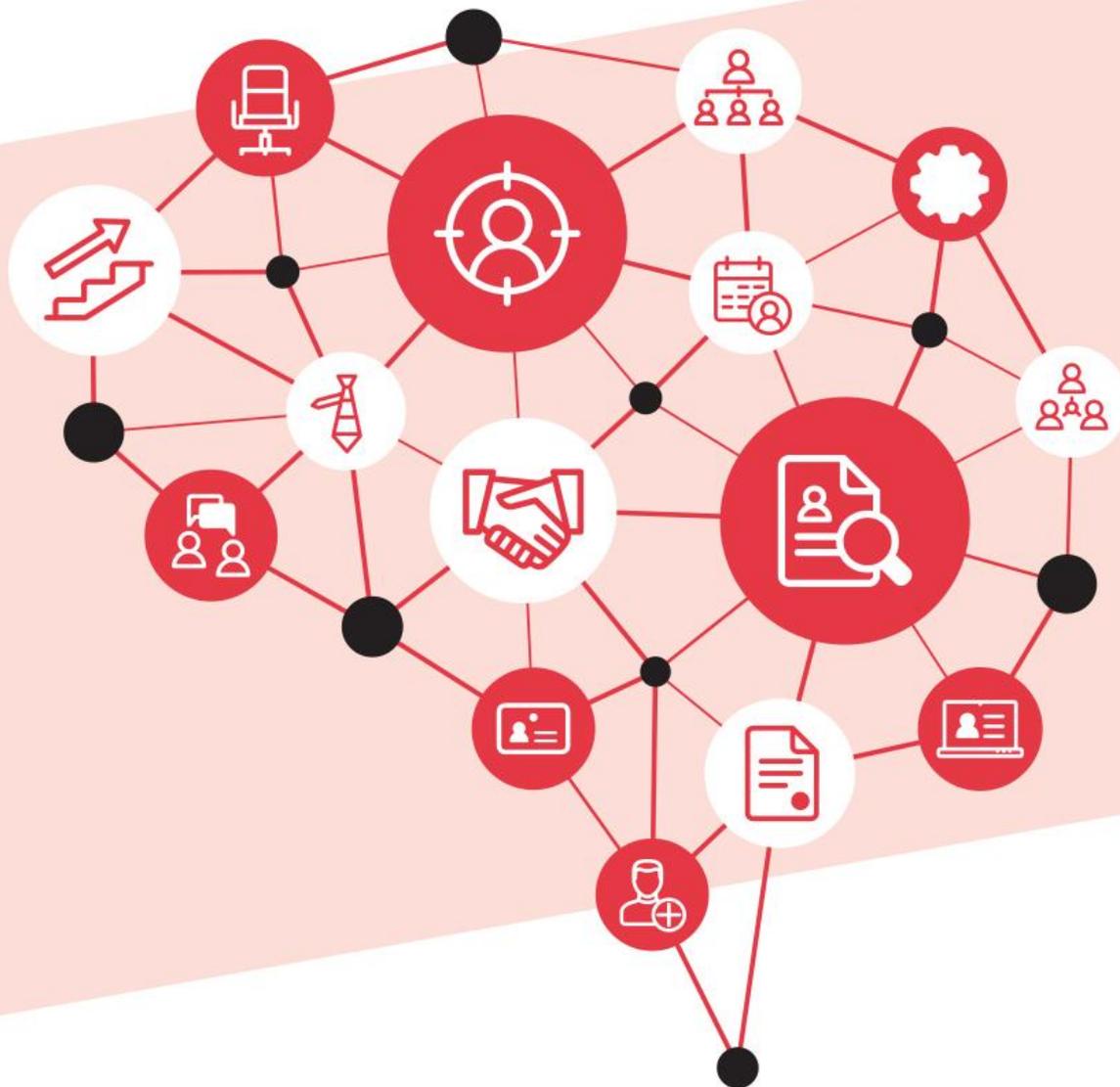




Recruitment pack



Loyalty & Trust
Professionalism
Dignity & Respect
Ownership & Accountability

www.ciarb.org



CI Arb is a registered Charity in
England and Wales, No: 803725

Job description

Job Title: Membership Marketing Manager

Date: October 2021

Reporting to: Assistant Director of Member Engagement and Communications

Location: London – hybrid working post-pandemic

Overview

CIArb is passionate about promoting a harmonious society, helping people and organisations avoid, manage and resolve conflict through our global network of over 18,000 members. We are the leading global professional membership organisation representing the interests of alternative dispute practitioners worldwide. As a not-for-profit, UK registered charity, CIArb works in the public interest through an international network of 41 branches.

Job Overview:

This role will support CIArb's Member Engagement and Communications team, by leading the strategic member engagement planning and the development of member journeys. The role will be responsible for translating the strategy into a clear sales pipeline of membership acquisition and retention planning and campaigns, including educational course promotion. The role is responsible for developing channel plans ensuring they meet the expectations of our customers and members as well as delivering against performance targets and brand objectives. As a digital leader you're comfortable with CRM systems and data-led email campaigns. You will work closely with the Comms and Content Manager to ensure integration of all marketing and communications channels and content.

Key Responsibilities:

Member engagement

- Designing insight-led member journeys
- Executing campaign and event strategies in line with organizational and engagement objectives
- Using data and audience insight to inform campaign strategies
- Designing campaigns and workstreams to have maximum impact through channels, context and timing.

Brand

- Working with the Assistant Director of Membership Engagement and Communications you'll be a champion for the brand across the organization ensuring campaigns are delivering against the brand and business ambitions.

Performance Marketing

- You'll be hands on in supporting role the development and execution of performance driving campaign activity in line with agreed targets.

- You will oversee analytical reporting across multi-channel campaigns, ensuring that reports are actionable.
- You will be an experienced channel planner, creating plans that will deliver effective performance within agreed budgets.
- You will take accountability for campaign budgets and use appropriate measures to ensure campaigns don't overspend and deliver KPIs.
- You will oversee the implementation of paid media channels including PPC working with both internal teams and external agencies appropriately.
- You will support the design and implementation of CRM marketing automation.
- You will provide support to your team to effectively optimize live campaigns through the introduction of live optimization processes.
- You will help your team to develop appropriate testing plans to maximize performance across channels.
- You will help them to develop an effective conversion rate optimization plan, to maximize revenue from marketing campaigns.

Website Content and User journeys

- You'll play a key role in developing website user journeys in line with campaign plans
- You'll lead for high quality web content to produce a program of engaging content that is aligned to both campaign plans and broader communication plans.
- You will work with colleagues across the comms team and IT to ensure they adhere to website best practice standards (for example with regards to usability and accessibility)
- You will support them with their contribution towards effective search engine optimization.

Content

- You'll ensure our defined content pillars are present across paid, owned and earned channels
- You'll work with the Communications and Content Manager to develop and direct a clear content strategy across multiple channels to deliver member engagement objectives.
- Ensuring design, imagery and content are aligned to brand guidelines, our content framework and messaging matrix, as appropriate.

Requirements:

Essential:

- Degree level education or equivalent (ideally in Marketing and / or Communications).
- Experience setting (and delivering against) marketing campaign KPIs
- Experience in media planning and coordinating marketing campaigns
- Experience of using reporting and analytics to manage performance
- Experience working across paid digital channels, particularly paid social and PPC, ideally within a B2B setting
- Paid media planning and forecasting experience
- Knowledge of SEO and UX
- Experience of working with designers / content creators
- Excellent written and verbal communication skills
- Curious and analytical, able to adapt plans in line with campaign data
- A natural leader, personable and ready to lead for a 'test and learn' culture

Desirable:

- Evidence of further study and/or additional qualifications in marketing, communications, digital marketing.

- Experience leading a marketing team (ideally within a professional body, trade association or membership organisation / and / or within a marketing agency)
- Experience using advanced attribution techniques
- CRM or marketing automation experience to improve marketing performance
- Experience designing / writing / developing website content
- Excellent knowledge of a range of marketing channels (essential) and demonstrable experience of using marketing channels in creative and innovative ways

Summary terms and conditions

Contract:	Permanent , Full-Time (35 hours per week)
Salary:	circa of £40,000 per annum
Annual leave:	25 days holidays per annum plus UK bank holidays
Pension:	Generous Pension Scheme (from day one of joining CI Arb)
Healthcare:	Company scheme subject to terms and conditions.
Life assurance:	Company life assurance scheme.
Other Benefits:	<ul style="list-style-type: none"> • Season ticket loan • Cycle to work scheme • Perkbox (employee money saving platform) • Flexible working hours • EAP (Employee Assistance Program) • Social events e.g. Christmas party, summer party, International day, Charity events • 1 a day (Fruit in the office)
Location:	CI Arb Head Office, 12 Bloomsbury Square, London, WC1A 2LP
Notes:	We are keen to encourage applicants from all identities and walks of life.
Apply:	To apply for this job opportunity, please click on APPLY HERE
Closing date:	21 October 2021