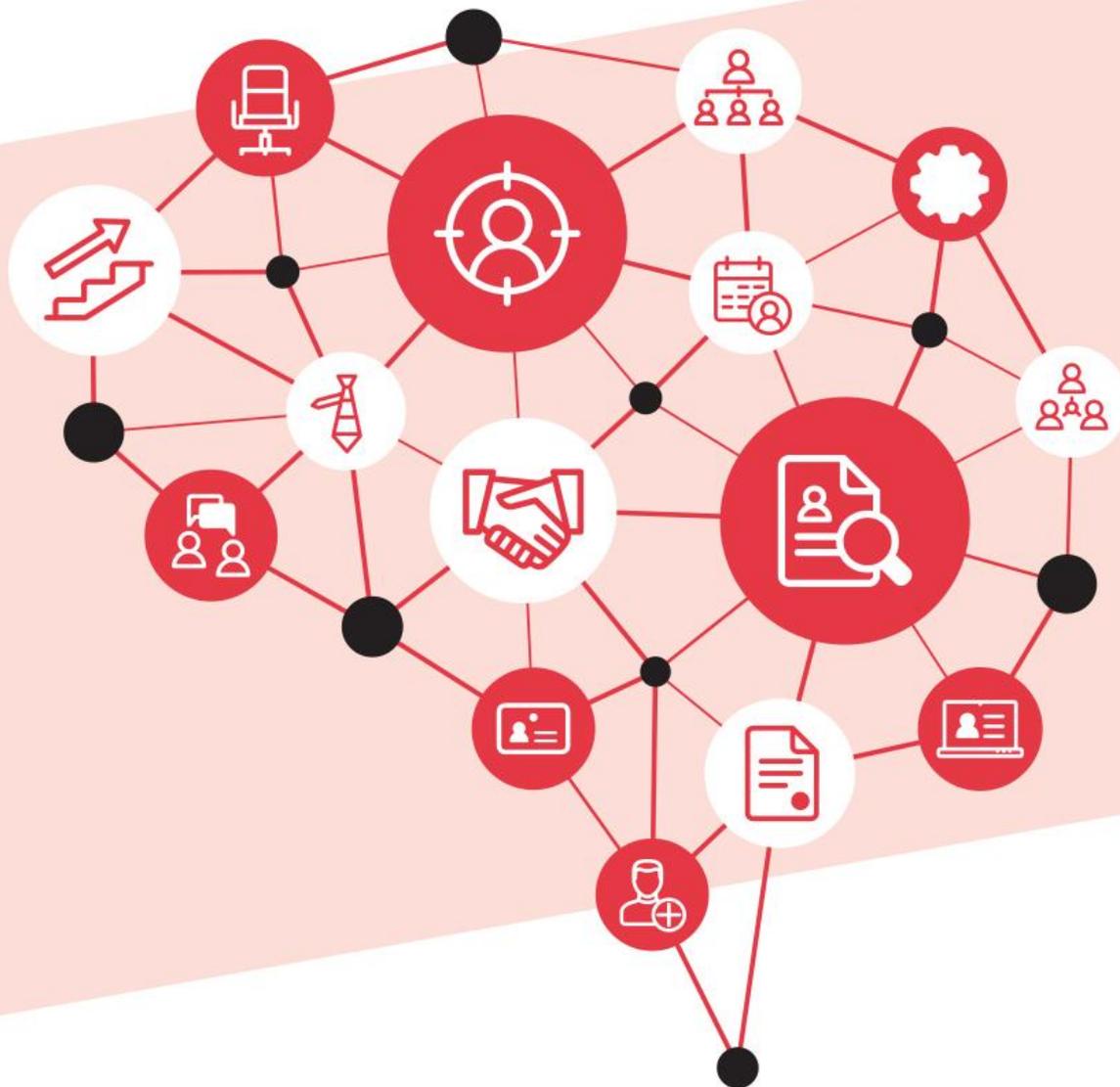




# Recruitment pack



Loyalty & Trust  
Professionalism  
Dignity & Respect  
Ownership & Accountability

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



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

## Job description

**Job Title:** Membership Marketing Executive

**Date:** October 2021

**Reporting to:** Membership Marketing Manager

**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:

CIArb has a great opportunity to increase its global membership even further. This role will drive CIArb's membership marketing campaigns and be responsible for promoting membership, CIArb products and services, and the value of CIArb and ADR more widely. With particular focus on digital marketing, this role will implement and optimise campaigns and customer journeys, ensuring a great member experience and ROI for the organisation. You're comfortable with CRM systems and data-led email campaigns, and will work closely with external comms and social media colleagues to ensure campaigns are integrated.

### Key Responsibilities:

#### Member campaigns

You will:

- Work closely with the Membership Marketing Manager and other internal colleagues to implement acquisition, retention, renewal and win-back campaigns in line with organisational and engagement objectives.
- Liaise with Branch colleagues to provide marketing support as required.
- Use data and audience insight to inform campaign tactics.
- Manipulate and segment data to target and personalise campaigns.
- Project manage campaigns from start to finish.
- Optimise activities on an ongoing basis, adjusting them as needed to ensure maximum impact.

#### Brand

You will:

- Work with the Membership Marketing Manager to deliver brand campaigns.
- Ensure all marketing materials adhere to brand guidelines.
- Write compelling marketing copy, tailored to different audiences and channels and that aligns with brand guidelines.

## Digital marketing

You will:

- Plan, deliver and evaluate email campaigns, using every opportunity to iteratively test and improve performance.
- Work closely with social media and content colleagues to ensure campaigns are integrated.
- Be responsible for paid digital campaigns, either delivering them directly or outsourcing them.
- Use the CRM to inform campaigns and, in time, automate communications. Experience of using a CRM system would be an advantage.

## Reporting and analytics

You will:

- Monitor campaign performance on an ongoing basis, reporting progress internally and optimising activities to ensure maximum impact.
- Deliver campaigns within agreed budgets and deadlines, raising issues in good time to address anticipated over- or under-spends.
- Manage relevant finance admin as necessary, including raising purchase orders.
- Work with the Membership Marketing Manager to implement tests through campaign work, supporting iterative learning in the team and to maximise impact.

## Requirements:

### Essential:

- Strong practical digital marketing skills, particularly in:
  - Email – must have experience of using a bulk email despatch system
  - Organic and paid social media – especially LinkedIn, Facebook, Twitter and Instagram
  - PPC – must have experience of using Google Adwords.
- Excellent copywriting skills with the ability to tailor text for use in different channels.
- Excellent verbal communication skills.
- Demonstrable experience of B2B marketing.#
- Must be comfortable preparing distribution lists – manipulating and deduplicating multiple datasets using Excel.
- Excellent project management skills with the ability to prioritise, meet deadlines, and work within given budget limits.
- Ability to build strong working relationships with internal and external colleagues at all levels.
- Ability to manage own workload, running multiple campaigns simultaneously.
- Attention to detail, ensuring accuracy of marketing materials, datasets, and campaign evaluation.
- Results-driven, presenting and using insights gained to inform future marketing activities and build team knowledge.
- An interest in and aptitude for learning new technologies and techniques.

### Desirable:

- Degree level education or equivalent (ideally in Marketing and / or Communications).
- Evidence of further study and/or additional qualifications in marketing, communications, digital marketing
- Experience of marketing to global audiences.
- Experience of using CRM.
- SEO skills.
- Experience of working within a membership organisation.

- Experience of using Google Grants.
- Professional qualification(s) in marketing.

## Summary terms and conditions

<b>Contract:</b>	Permanent, Full-Time (35 hours per week)
<b>Salary:</b>	£30,000 per annum
<b>Annual leave:</b>	25 days holidays per annum plus UK bank holidays
<b>Pension:</b>	Generous Pension Scheme (from day one of joining CIArb)
<b>Healthcare:</b>	Company scheme subject to terms and conditions.
<b>Life assurance:</b>	Company life assurance scheme (4 x annual salary).
<b>Other Benefits:</b>	<ul style="list-style-type: none"><li>• Season ticket loan</li><li>• Cycle to work scheme</li><li>• Perkbox (employee money saving platform)</li><li>• Gym/Fitness Scheme</li><li>• Flexible working hours – core hours</li><li>• EAP (Employee Assistance Program)</li><li>• Social events e.g. Christmas party, summer party, International day, Charity events</li><li>• Wellbeing incentives</li><li>• Learning &amp; Training opportunities</li></ul>
<b>Location:</b>	CIArb Head Office, 12 Bloomsbury Square, London, WC1A 2LP
<b>Notes:</b>	<b>We are keen to encourage applicants from all identities and walks of life.</b>
<b>Apply:</b>	To apply for this job opportunity, please click on <a href="#">APPLY HERE</a>
<b>Closing date:</b>	<b>15 April 2022</b>