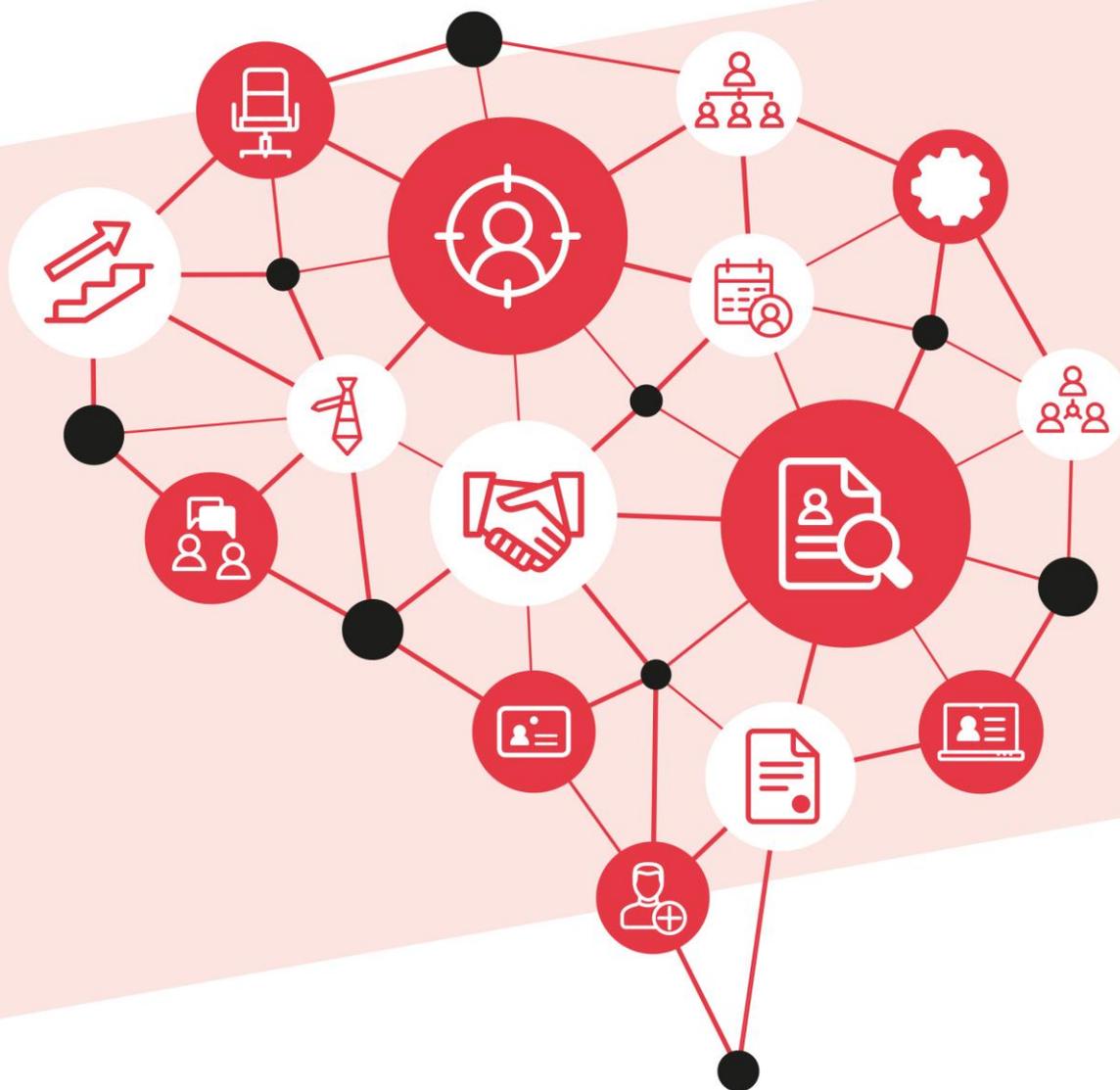




CI Arb
evolving to resolve

Recruitment pack



Leadership
Teamwork
Self-management
Transparency

Enthusiasm
Excellence
Initiative
Focus

www.ciarb.org



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

Job description

Job Title: Digital Marketing Executive

Date: May 2019

Reporting to: Head of Marketing

Main contacts: Internal: All CI Arb teams
External: CI Arb members at all levels, Branches, YMG, potential members and non-member audiences.

Overview

The Chartered Institute of Arbitrators (CI Arb) is the world's leading qualifications and professional body for dispute avoidance and dispute resolution services. CI Arb is passionate about promoting a harmonious society and helping people and organisations avoid, manage and resolve conflict and has a global network of 16,000 members.

Job Purpose

The Marketing Campaigns Executive is responsible for managing and delivering effective marketing communications which directly impact the business plan targets. The role works closely with internal stakeholders to ensure the most appropriate communications channels and messages are used to deliver on objectives. The role is also responsible for developing communications which ensure the CI Arb brand is visible, respected and valued and positions CI Arb as a partner with authority.

Major Objectives:

Create integrated marketing communications plans.

Responsible for creating integrated marketing communication plans which will directly influence business targets against affiliates and professional members. This is done through:

- An in depth understanding of the most effective ways to communicate the benefits of membership to retain professional members, engage members with events and resources, and to grow the reputation of CI Arb
- Communicating the progression routes in a clear and impactful way to encourage individuals to progress through the levels of CI Arb membership

- Raising awareness of CI Arb and its education products and services to new and existing audiences, in the UK and internationally
- A thorough understanding of the needs and wants of the target audiences, and knowledge of the best communication channels for different messages.
- Developing and managing successful digital marketing campaigns by the execution of social media strategy and constant achievement of turnover targets for sales generated via PPC

Manage and deliver effective communications

Responsible for managing and delivering a demanding schedule of marketing campaigns to timescales and budgets. This activity includes:

- Planning, managing and implementing end to end delivery of campaigns to ensure they are delivered on time and to budget
- Working with teams across CI Arb to take and produce briefs with clear objectives and messages
- Developing an in-depth understanding of customers and product offerings to create targeted and personalised communications based on knowledge, insight and previous campaign results • advising and selecting the most appropriate communication channels based on campaign objectives and analytics
- Take ownership of and be responsible for all PPC campaigns and revenue targets
- Planning, optimising, implementing and managing paid search campaigns for a variety of educational products, training and courses, and events
- Produce detailed analysis and reports of campaigns
- Perform keyword research and manage all bid management for campaigns
- Ensure PPC campaigns are up and optimised according to best practice guidelines
- Develop near-to-date and long-time paid search strategies and campaigns across portfolio
- Manage overall PPC budget alongside campaign budget management
- Writing engaging copy across all channels, including print, adverts, website and email
- Working with the Design Executive and external agencies to produce and distribute communications
- Working with the Content cross functional teams to ensure landing pages and website orders are effectively optimised from testing positioning and colours to sample reports and offer for all PPC campaigns to maximise ROI and conversion
- Working with the PR & Engagement Executive and Head of Business Development to manage key client initiatives
- Proactively identifying areas for improvement within the customer journey and working with teams across the organisation on development and delivery
- Testing new approaches and ideas
- Tracking and monitoring analytics to make relevant, informed decisions
- Tracking and producing detailed analysis and reports of campaigns, implementing learnings into future communications.

General

- Carry out any other duties as may reasonably be requested by the line manager.
- Work in such a way as to minimise the risks to the information technology environment safely, securely and confidently.
- Have regard for your own actions and those of others in the interests of safety.
- Contribute to the tidiness of the office.

Knowledge, qualifications & experience

- A minimum of 5 marketing exp, at least 3 years in role with similar responsibilities
- Experience developing and executing a marketing strategy required
- Marketing communications planning and campaign management
- Digital marketing, particularly email marketing
- Passion for PPC and inbound marketing in general, plus proven track record in driving successful PPC and paid search campaigns, Google AdWords and Social Media certification preferable
- Strong working knowledge of Google AdWords and all paid search platforms, plus good working knowledge of Google Analytics
- Strong copy writing skills - for press releases, website copy, brochures, posters, e-shots, social media, etc
- Confident working with data, analysing trends and results, while simultaneously thinking creatively about improvements and strategies to optimise a PPC campaign
- Microsoft Office 365 – Word, PowerPoint and Excel E Database / CRM usage
- Experience of Dot mailer platform for e-mail marketing
- Taking and writing briefs

Summary terms and conditions

Contract:	Permanent
Salary:	up to £25,000
Annual leave:	25 days holidays per annum plus UK bank holidays
Pension:	Minimum 8% Employer contribution with minimum 2% Employee contribution
Healthcare:	Company scheme subject to terms and conditions.
Life assurance:	Company life assurance scheme.

Other Benefits:

- Season ticket loan
- Cycle to work scheme
- Perk Box (employee money saving platform)
- Flexible working hours
- Social events e.g. Christmas party, summer party, International day, Charity events
- Weekly fitness class
- 1 a day (Fruit in the office)

Location:

CI Arb Head Office, 12 Bloomsbury Square, London, WC1A 2LP

Notes:

This post will be subject to background checks. A full statement of the main terms and conditions of employment will be supplied with any formal offer of employment. This job description does not form part of your contract of employment.

