

Job description

Job Title: Digital Marketing Executive

Date: August 2019

Reporting to: Head of Marketing

Main contacts: Internal: All CI Arb teams

External: CI Arb members at all levels, Regional Offices, 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 Digital Marketing 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 and retain professional members, engage members with events and resources, and to strengthen 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 digital 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 digital 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 digital 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 (Google Ads, Display, Retargeting, Social PPC) and revenue targets
- Planning, optimising, implementing and managing paid search campaigns for a variety of educational products, training and courses, and events
- 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, making creative suggestions for advert templates
- Working with the Content cross functional teams to ensure landing pages and website orders are effectively optimised from testing positioning, ongoing SEO keyword discovery to sample reports and offer for all PPC campaigns to maximise ROI and conversion
- Working with the Events Manager, Head of Business Development, PR & Engagement Executive and Marketing Executive 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.

Knowledge, qualifications & experience

- A minimum of 3 years of digital marketing experience in a similar role
- Demonstrable experience in SEO, Email campaigns, PPC, Google Ads
- Experience developing and executing a marketing strategy required
- Marketing communications planning and campaign management
- Passion for PPC and inbound marketing in general, plus proven track record in driving successful PPC and paid search campaigns, Google Ads, YouTube and Paid Social Media engagement campaign, Google Ads certification preferable
- Strong working knowledge of Google AdWords and reporting 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
- Experience of Dot digital platform for e-mail marketing or similar
- Confident in taking and writing briefs
- Microsoft Office 365 – Word, PowerPoint and Excel Database / CRM usage, Microsoft Dynamics

Mandatory Questions

1. How many years of experience do you have in a similar role?
2. Do you have demonstrable experience with following aspects of PPC: Google Ads, Display, Retargeting, Social PPC?
3. Are you proficient in Google Analytics?
4. Can you provide a sample of your work, relevant projects/ campaigns?
5. What are your salary expectations?
6. When's the earliest you can start working with us?
7. Please list three references and their contact information.

Summary terms and conditions

Contract:	Permanent
Salary:	Competitive Salary based on previous experience
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:	<ul style="list-style-type: none">• 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.

Upon applying for this position, please ensure that you have attached a CV and answered all mandatory questions. All applications without this will not be considered.

Please submit your applications to HRAdmin@ciarb.org