

PART 2: DUTIES & KEY RESPONSIBILITIES

JOB TITLE:	ACADEMY MARKETING OFFICER
JOB HOLDER:	N/A
DATE UPDATED:	JANUARY 2025
REVISION (HR Office Use):	VERSION 1

1 MAIN PURPOSE OF THE JOB

Manage and deliver the marketing campaigns in line with the objectives and financial goals of the CIOB Academy.

Develop business-to-consumer and business-to-business multi-channel marketing activities that generate leads for the Academy's training and wider offer, including CPD and technical assets.

Proactively identifying opportunities for new marketing content and take ownership of copy writing.

2 POSITION IN ORGANISATION

The Bracknell-based role will sit within the Marketing programmes team and report to the Head of Marketing Programmes.

There will be a dotted line management structure to the Director of the CIOB Academy. The role will collaborate closely with the Academy team (Training and Knowledge Hub based in London) both in UK and internationally. As well as the Acquisition team, global teams and UK based Marketing & Communications and Digital teams (based in Bracknell).

There is the expectation of occasional travel to the London office twice a month

3 DIMENSION & LIMITS OF AUTHORITY

Responsible for the budget management of Academy marketing spend, with approval from the Head of Marketing Programmes. Authority to approve purchase orders up to the value of £2k (this would be dependent on agreed seniority of this role).

4 EXPERIENCE & SKILLS

- Proven experience as of commercial Marketing and track record in developing and delivering successful multi-channel marketing campaigns
- Proven experience in creative copywriting
- Excellent understanding of digital marketing concepts, channels and best practices
- Experience of social media, Google AdWords, print and digital advertising and email campaigns
- Experience of analysing and reporting of marketing efforts.
- Experience of website maintenance: creating product pages, landing pages, tagging and Google Analytics
- Experience of creating print and digital collateral

- Able to build effective and positive relationships with external and internal stakeholders
- Has a strong focus on delivering results.
- Able to manage several work streams and prioritise activities accordingly
- Proactive and creative in generating new marketing ideas and plans

PART 2: DUTIES & KEY RESPONSIBILITIES

- BSc/BA in marketing or relevant field, would be advantageous
- CIM qualification or similar (or working towards it), would be advantageous

5 DUTIES & KEY RESPONSIBILITIES

Marketing strategy	20%
<ul style="list-style-type: none"> - Develop and implement annual marketing plan for existing and new products - Develop marketing strategies to support UK and International CIOB Academy teams in generating leads - Develop a thorough understanding of Academy targets, strategies and priorities to help shape campaigns and messaging. - Formulate and implement innovative marketing strategies to increase engagement and drive long term Academy growth - Report and analyse marketing activities' performance, developing insights and make recommendations on areas for optimisation - Work with Academy Sales team to agree methods to track, assess and adjust lead lifecycle and conversion rates. 	
Campaign /Delivery	35%
<ul style="list-style-type: none"> - Plan and implement effective marketing campaigns to deliver a flow of qualified leads for various Academy products, as well as building a lasting relationship with customers and businesses - Manage the creation and distribution of campaign assets across multiple platforms, including print and digital channels - Prepare and write Academy e-newsletters and targeted emails for distribution via DotDigital - Produce supporting collateral for events and exhibitions - Share marketing materials and campaigns with internal stakeholders - Maintain external partnerships, providing or sourcing content where required. - Identify new opportunities for Academy marketing campaigns with external and internal stakeholders 	
DIGITAL MARKETING	25%
<ul style="list-style-type: none"> - Manage optimised online adverts through Google Ads and other social platforms to increase brand awareness. 	

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<ul style="list-style-type: none"> - Create and update Academy website content and copy in line with CIOB SEO guidance - Collaborate with digital team to improve user experience on Academy site - Measure performance of digital marketing efforts using Web analytics tools (Google Analytics). Develop and deliver actions to improve performance 	
Social Media	10%
<ul style="list-style-type: none"> - Plan and monitor the ongoing Academy presence on social media (weekly Twitter, LinkedIn, Facebook, Instagram posts). - Manage social media paid adverts on LinkedIn each month, based on industry data, including job titles. - Develop and deliver creative content, including both visual and video media 	
Analysis and Reporting	10%
<ul style="list-style-type: none"> - Provide reporting on campaign outcomes to key stakeholders within the Academy and leadership team - Prepare and distribute campaign reports, providing leads to sales teams. - Prepare the marketing segment in the Academy Leadership Team monthly reports across portfolio, including open rates, clicks, search terms, customer source, conversions, impressions 	

This is not an exhaustive list of responsibilities involved in the role and the CIOB reserves the right to change the scope of job in line with the operational requirements.

BOTH THE EMPLOYEE AND MANAGER WILL ELECTRONICALLY SIGN THE JOB DESCRIPTION ON PEOPLE HR.