

PART 2 : DUTIES & KEY RESPONSIBILITIES

JOB TITLE:	SENIOR MARKETING MANAGER
JOB HOLDER:	MATERNITY COVER FOR LAURA KEHOE
DATE UPDATED:	JULY 2025
REVISION (HR Office Use):	VERSION 1

1 MAIN PURPOSE OF THE JOB

Working directly with key internal stakeholders the Senior Marketing Manager will define and deliver our campaign strategies in alignment to our corporate plan KPI's for global membership retention and growth. This role will also mentor and manage the development of the Senior Marketing Executive – Membership and the Academy Marketing Officer.

2 POSITION IN ORGANISATION

The role reports into the Head of Marketing Programmes and is a core role within the Marketing & Customer Experience team. Working closely with the whole directorate, including Marketing Programmes, Communications, and Events functions. The Senior Marketing Manager has two direct reports: the Senior Marketing Executive – Membership and the Academy Marketing Officer.

3 DIMENSION & LIMITS OF AUTHORITY

Responsible for the management of growth and retention campaign costs with approval from the Head of Marketing Programmes.

4 SKILLS & EXPERIENCE

Expertise/ Technical role requirements:

- Considerable experience of marketing campaign management
- BA university degree or equivalent
- Completed or working towards a professional marketing qualification (CIM) preferred
- Experience of B2B marketing & lead generation for a sales team
- Experience of working in a business partnering style
- Experience of working with international teams
- Data driven marketing campaign management
- Highly proficient in all MS Office packages
- Experience using developing insights with web analytics
- Excellent knowledge of multichannel digital marketing
- Experience with both PPC and SEM
- CRM and marketing campaign systems
- Familiarity of using brand visual identity toolkits and guidelines

Skills:

- Marketing campaign skills including digital marketing
- Budgeting and forecasting
- Data management, segmentation/personalisation
- Lead generation
- Multiple project management & attention to detail
- Effective communicator across all marketing platforms
- Agency management
- Stakeholder engagement

PART 2 : DUTIES & KEY RESPONSIBILITIES

Core behavioural competencies:

- Enjoy an agile and flexible work environment with an ability to work with different teams, business areas and campaign types on an ongoing basis
- Strong interpersonal skills, be a good communicator and embrace collaboration
- Understand the commercial drivers for the business and how the marketing campaign is tasked to support these
- Understand the need to build good relationships, creating useful networks internally and externally, and proactively use these contacts to support you in resolving conflicts or challenges

DUTIES & KEY RESPONSIBILITIES

Campaign strategy	15%
<ul style="list-style-type: none">• Devise solutions to help achieve membership growth objectives that support the Corporate Strategy themes 2023-2028• Define our campaign strategy to increase engagement and drive growth across membership (both individual and company)	
Staff management	15%
<ul style="list-style-type: none">• Direct, manage and develop both the <i>Senior Marketing Executive - Membership</i> and the <i>Academy Marketing Officer</i>, and motivate them towards focused, target driven outcomes	
Campaign creation / delivery	25%
<ul style="list-style-type: none">• Lead on content – led, multi-channels innovative marketing campaigns in line with our brand strategy• Develop clearly defined outcomes-based campaigns in collaboration with key stakeholders• Manage and co ordinate the creation and distribution of campaign assets across multiple platforms including print and digital channels	
Stakeholder engagement	15%
<ul style="list-style-type: none">• Develop effective relationships across the core marketing & digital team to deliver effective campaigns• Develop and manage relationships with membership, customer services, business development teams and Business Information Unit (BIU)• Develop and manage relationships with country partners, developing a deep understanding of country goals, strategies, insights and opportunities	
Sales pipeline	10%
<ul style="list-style-type: none">• From effective campaign planning and delivery develop a pipeline for our sales team to follow up on• Manage data integration into CRM working with BIU	
Customer Insight/Data	10%
<ul style="list-style-type: none">• Using data intelligence, lead personalisation and segmentation strategies in order to drive engagement and acquisition• Research, measure and develop insights from campaigns using data analytics and develop testing in order to leverage learnings to inform future work• Purchase and manage external data sources as required across the organisation	
Reporting/Finance	5%

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<ul style="list-style-type: none">• Provide reporting on campaign outcomes to key stakeholders across the organisation and in collaboration with our digital and BIU• Provide regular update inclusions for board reports	
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Agency management	5%
<ul style="list-style-type: none">• Manage the distribution of agency briefs where required• Manage creative creation where necessary in line with brand guidelines	

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

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