

CIArb Job Outline

Department: Marketing

Job title: Marketing Campaigns Executive

Reporting to: Marketing and Communications Manager

Hours: Full-time (35 hours per week with occasional evening & weekends)

Location: London (some UK/overseas travel may be required)

Job purpose: To plan (strategic) and deliver (tactical) successful marketing campaigns to increase revenue. Evaluate and report on the effectiveness of each marketing campaigns.

Function	Areas of Responsibility	Objective
Corporate Marketing	Brand Management	To ensure CIArb's brand is portrayed as well as safe guarded. Successful delivery of key messages to relevant audiences.
	Marketing support	Timely provision of high-quality marketing support to colleagues, CIArb branch officers and partner organisations
Product Marketing	CIArb membership campaigns	Delivery of effective membership recruitment and retention campaigns in order to meet revenue targets. Integrate membership acquisition and retention campaigns into other marketing campaigns e.g. events/courses
	Marketing for CIArb training courses, CDP, events, room hire & others as directed	Write and implement individual marketing strategies for individual campaigns including courses and events and conferences. Campaign planning - prepare ROI led campaign plans to meet business objectives
		Meet agreed targets

Reporting	Production of regular management information (campaigns, sales and growth statistics)	Regularly report on success of marketing campaigns (including ROI, website activity, advertising etc.) Compilation of data to drive marketing improvement
Social networking	Develop and implement CI Arb's digital presence. Integrate social networks into marketing campaigns	Lead on and develop social networking functionality including facebook, twitter and Linked-in as well as increase online presence through online ads including google adwords & PPC
Business development	The identification of potential new business relationships	The establishment of commercially beneficial partnerships
	CI Arb representation	Attendance at relevant events and meetings
CRM	Aid in the establishment and development of a successful CRM programme	Developing and cultivating external business relations
Data management	Facilitate internal data capture & provision from external sources	To maintain a sufficient quantity of relevant, accurate data to support marketing initiatives. Ensure data is uploaded to allow for targeting and segmenting