

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 strategy in line with the objectives and financial goals of the CIOB Academy.

The main part of the strategy will be to develop business to consumer and business to business multi-channel activities that deliver a sales funnel for the Academy's training and wider offer, including CPD and technical assets.

Gather industry and customer insights on needs and preferences from a micro/macro perspective, 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 SKILLS & EXPERIENCE

- Proven experience as of commercial Marketing and track record in developing and delivering successful multi-channel marketing campaigns
- Excellent understanding of digital marketing concepts, channels and best practices
- Experience of social media, Google AdWords and email campaigns and SEO/SEM
- Experience in paid ads, LinkedIn, Google Re-Marketing
- Experience in creating print and digital collateral
- Experience of using Canva or similar would be advantageous
- Experience of website maintenance: creating product pages, landing pages, tagging
- Experience of A/B and multivariate testing
- Knowledge of web analytics tools (e.g. Google Analytics)

PART 2: DUTIES & KEY RESPONSIBILITIES

- Skills and experience in creative content writing
- Analytical and critical thinking applied to assessing the performance of marketing efforts.
- Ability to build effective and positive relationships with external and internal stakeholders
- Innovative and creative with a strong focus on delivering results.
- Able to manage several work streams and prioritise activities accordingly
- Proactive and Inquisitive, leading to new marketing ideas and plans
- 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, deliver and implement annual marketing plan for existing Academy products and upcoming flexible development pipeline - Formulate and implement innovative marketing strategies and ideas to increase engagement and drive Academy growth, building a lasting relationship digital connection with customers and businesses - Define success metrics and own the performance analysis of various campaigns to develop 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. Support both UK and International CIOB teams with the development and implementation of Academy marketing campaigns 	
Social Media	10%
<ul style="list-style-type: none"> - Plan and monitor the ongoing Academy presence on social media (Twitter, LinkedIn, Facebook, Instagram) on a monthly basis. - 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 	
Digital Marketing	30%
<ul style="list-style-type: none"> - Manage optimised online adverts through Google Ads and Google Re-Marketing, and other social platforms to increase company and brand awareness. - Manage Academy search engine optimisation (SEO) efforts (keyword, image optimisation) using insight from the Academy team and wider business on keywords 	

PART 2: DUTIES & KEY RESPONSIBILITIES

<ul style="list-style-type: none"> - Review Academy website content, make suggestions for improvement, and update the site - 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 	
Campaign /Delivery	30%
<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 and coordinate the creation and distribution of campaign assets across multiple platforms, including print and digital channels - Prepare online Academy newsletters and targeted emails for distribution via DotDigital and provide content for wider CIOB newsletters - Research opportunities to promote Academy at targeted events/exhibitions and produce supporting collateral - Maintain partnerships with media agencies and vendors, providing or sourcing content where required. - Identify new opportunities for Academy marketing campaigns with external and internal clients, and produce relevant business cases for implementation 	
Analysis and Reporting	10%
<ul style="list-style-type: none"> - Develop a thorough understanding of Academy targets, strategies and priorities to help shape campaigns and messaging. - Provide reporting on campaign outcomes to key stakeholders within the Academy and in collaboration with DDAT - Acquire insight in online marketing trends and keep strategies updated - 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 - Monitor own digital and campaign performance, as well as that of external competition and provide suggestions for improvement to Academy. - Administer marketing spend and allocate resources to maximise return on investment. 	

PART 2: DUTIES & KEY RESPONSIBILITIES

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.