

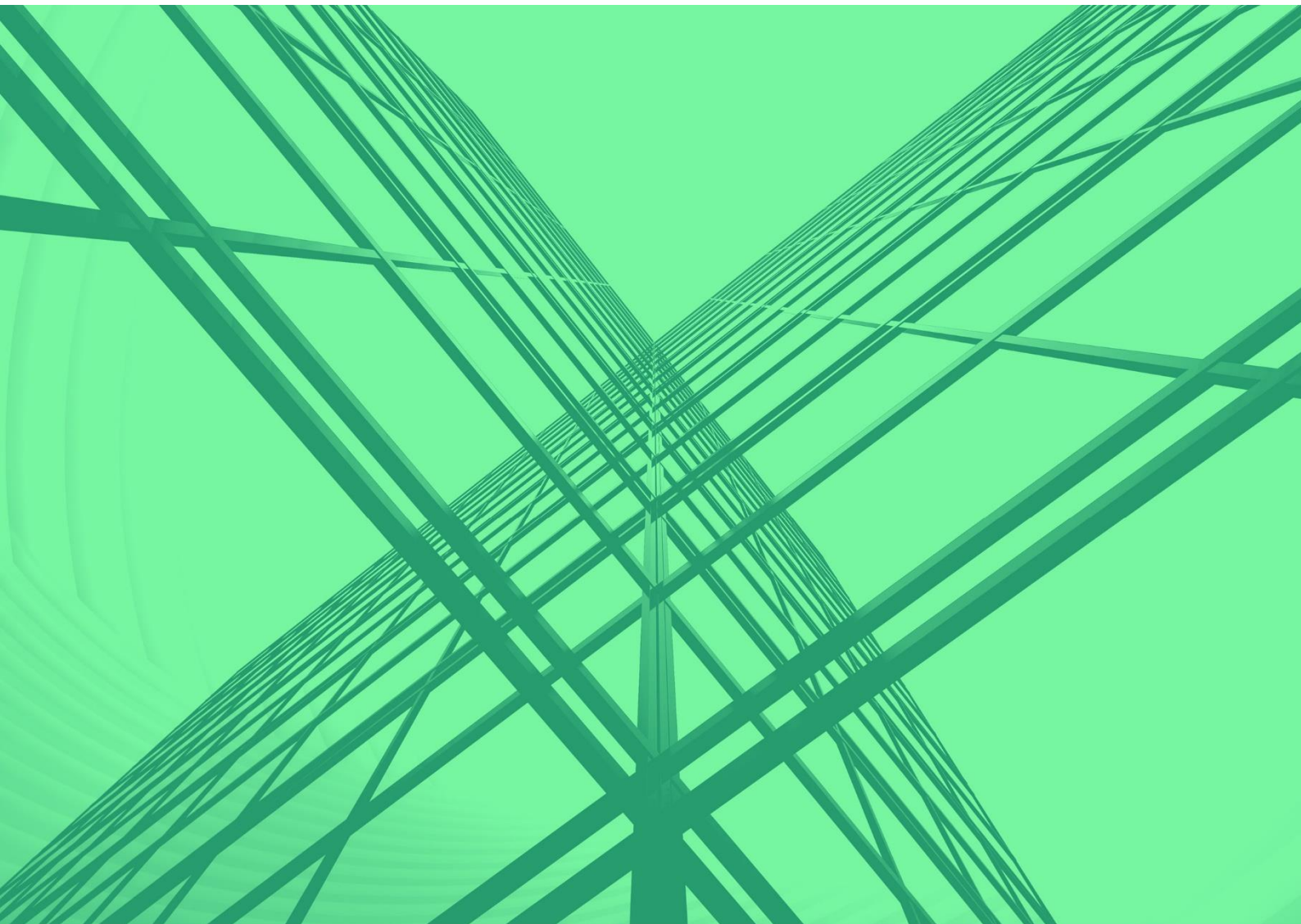
Digital Marketing Manager

CANDIDATE PACK

Full Time

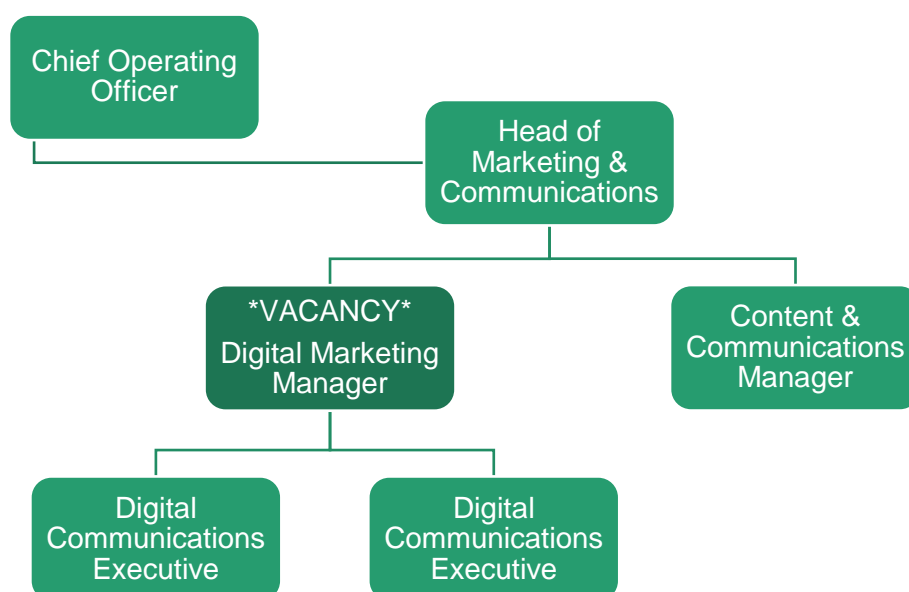
35 hours per week

Fixed term maternity cover



The Marketing and Public Relations team

Our Marketing and Public Relations team are a small team of five that report into the Chief Operating Officer. The team help the Institution to achieve its core mission of supporting and promoting the structural engineering profession and raise public awareness of the Institution and our activities.



This is an exciting time for the Institution as we continue to develop through a digital transformation. Our new brand and website launched earlier this year, proving to be a motivating experience for the whole team as the Institution moves forward.

As Digital Marketing Manager, you will have line management responsibility for two Digital Communications Executives. Their main responsibility is to partner with colleagues across the Institution, delivering marcoms advice, service and reporting. You will oversee this work, providing guidance, support and feedback as required.

Your focus and contribution will come from managing and delivering campaigns and projects for a diverse and growing portfolio of commercial products; using creative flair and innovation to develop new markets to increase commercial revenue. In addition, you will develop communication strategies for membership growth and engagement. It's imperative that our members receive the right information that is tailored to them. As such, joined up delivery strategies and a truly holistic marcoms approach needs to be developed based on our member and customer needs.

As a professional membership body, it's important that we are aware of and keep the balance between membership and commercial activity.

This is an interesting role for an experienced digital marketing manager to take on a new challenge.

Why work for the Institution?

Working for the Institution of Structural Engineers is an opportunity to learn, develop and make a difference.

Join our team of approximately 65 employees and help support our vision to lead, support and nurture the development of structural engineering worldwide.

Our head office is only a short walk from Barbican, Old Street and Farringdon. It's bright, modern and open-plan, supporting a collaborative environment.

We pride ourselves on the flexibility we can provide to our staff and offer a wide variety of benefits to enhance your work life balance and wellbeing as detailed later in this pack.

To thrive with us, bring:

- An open-minded and flexible approach. Enhance our diverse and inclusive team.
- A creative attitude to work. Help us strengthen and improve in a workplace where you are encouraged to innovate and share new ideas.
- Enthusiasm and commitment. Provide our members with the best service possible to maintain our worldwide respected status.
- A friendly and communicative approach. Fit in to our small organisation where staff know each other well and strive to work collaboratively.
- The ambition to take on new challenges. We always look to the future to embrace change, so we continue to evolve.

For more information, please read on :

Full job description and person specification pages 4-8

Salary and package details page 9

How to apply page 10

More about us :

Our organisation, governance and values page 11

Organisational Structure page 12

Job description and person specification

1. Job details

Job title:	Digital Marketing Manager
Reports to:	Head of Marketing and Communications
Responsible for:	Digital Communications Executive x2
Date:	November 2019
Location:	The Institution's HQ, London or elsewhere as reasonably required.

2. Job purpose

To work closely with the Head of Marketing and Communications to deliver commercial and free-to-member product marketing and membership communications aligned to strategy and transformation agenda.

To oversee owned communications channels including email and social media and work closely with the Content and Communications Manager in the Marcoms team to ensure website content supports marketing activity.

To line manage two communication executives and ensure their work is strategically aligned.

To develop and maintain reporting systems to track campaign effectiveness and provide business insight.

3. Role and responsibilities

Marketing

1. Oversee and develop the Institution's email marketing operation in line with the email marketing strategy. Develop more sophisticated approaches to segmentation using IStructE personas and member data to stream and theme content. Support the gathering of member data.
2. Work with the Head of Learning and Development to develop and deliver a marketing strategy to drive sales for L&D products.
3. Work closely with the Head of Membership to understand membership pipelines (also aligned to transformation user journeys) and develop communications plans to support the achievement of membership growth and conversion targets at each pipeline stage.

4. Provide communications support for other key membership activities, including the annual subscription renewals process, mandatory CPD and other 'mechanics of membership' activities.
5. Oversee the creation and production of digital and print marketing collateral (emails, e-newsletters, social posts and other online content; leaflets, flyers, posters etc). Ensure compliance with brand guidelines.
6. Grow the IStructE's reach into industries that work alongside structural engineers, including construction, architecture, and civil engineering. Some IStructE products also have a relevance to more 'detached' industries (for example, Structural Fire Engineering may be of interest to local authorities, property developers and estate managers) and these markets should also be tapped.

Channel management

7. Oversee email, social and in-venue signage calendars and align to personas and technical themes as far as possible.
8. Monitor social channels for posts that may pose a threat to the Institution's reputation, escalating as appropriate.
9. Ensure compliance with statutory regulations, best practice and Institution guidelines/policies for each channel.
10. Look for opportunities to improve the efficiency of Marcoms systems and work with colleagues (eg Digital Team) and external agencies to improve system effectiveness, including automation where possible.

Brand Management

11. Champion the Institution's brand and maintain its integrity and consistency across all executions, including marketing and membership activity, third-party communications (eg contra deals), and use by Regional Groups.
12. Help oversee the use and management of Institution logo by members, helping develop guidelines and policing of these.

Reporting and Data Analysis

13. Provide per-campaign reporting on marketing and communications activity, and regular channel performance updates. Work with the Head of Marketing and Communications and other colleagues (eg Digital and Data team) to develop further insights on campaign and business performance.
14. Use analysis tools including Google Analytics, Sendgrid and Hootsuite to monitor communication and website performance and inform improvements.

4. General responsibilities

1. Contribute to strategic planning and assist the development of the Communications Strategy. Attend and proactively input into team and directorate meetings.
2. Manage and mentor reportees, proactively resolving any issues.
3. Make suggestions for improving processes, systems etc. which support the efficiency and stability of the Institution. As directed, contribute to income generating activities on behalf of the Institution, fully mobilising your expertise to the commercial benefit of the Institution.
4. Support the management and reforecasting of the Marketing and Communications budget and ensure the delivery of all marketing activity within budget. Ensure integrity of any third-party supplier contracts, escalating issues to the Head of Marketing and Communications.
5. Work collaboratively with peers and hold regular meetings with the team to determine/communicate all deadlines, ensuring timely delivery of all projects.
6. Comply with all Institution Policy and Procedures.
7. Any other reasonable ad-hoc duties as requested.

5. Communications and working relationships

1. Members of the Institution, particularly Regional Group representatives and committee, panel and study group members.
2. All employees of the Institution; in particular the role's two direct reports; the wider Marcoms team, Head of Learning and Development, Head of Membership, Head of Technical Services; colleagues in the Digital and Data directorate. Other clients in these teams.
3. External agencies and freelancers.
4. External bodies including other Professional Engineering Institutions in the UK/Internationally.

6. Knowledge, skills and experience required

Criteria	Essential/Desirable
<u>Qualifications and Knowledge</u>	
Educated to degree level (ideally in Business or Marketing)	E (D)
Member of Chartered Institute of Marketing (CIM)	D
Demonstrable knowledge and understanding of digital marketing (preferably within Membership organisations or similar)	E (D)
Understanding of advertising, design and digital and traditional production processes	E
Understanding of brand management	E
Understanding of marketing commercial products	E
<u>Skills</u>	
Excellent organisational and project management skills to deliver against a range of targets	E
Able to work independently with minimal supervision; a systemised/methodical approach to managing multi-stream workload; ability to work under pressure to meet tight deadlines	E
Excellent written and oral communication; ability to present and explain detailed/technical information clearly and succinctly; able to adapt writing style to a range of audiences	E
Attention to detail, accuracy and ability to check detailed information, able to critique own work and the work of others	E
Flexible and resourceful and able to manage and work in a small team and collaborate to work with other departments and other parties	E
Ability to develop creative and innovative concepts to drive effective marketing campaigns	E
IT Skills:	
Word/Outlook/Excel and PowerPoint to Intermediate/Advanced standard	E
Competent use of the full Adobe Suite, including Illustrator and InDesign (certified Adobe user would be advantageous)	E (D)
Basic coding skills such as creating HTML emails, and experience of using bulk-email systems and website Content Management Systems (ideally Kentico)	E (D)
Competent use of reporting tools including Google Analytics and social media management systems	E
Use of a CRM (ideally Integra)	E (D)
Project Management System (ideally Wrike)	E (D)

Criteria	Essential/Desirable
Experience	
Utilising and working with digital marketing methods, social media and websites to deliver marketing and communications strategy (ideally gained in a membership organisation or similar preferably in the scientific, technical and/or medical fields)	E (D)
Project managing and delivering digital marketing campaigns/projects for a diverse portfolio of products, which support key messages (ideally gained in a membership organisation or similar)	E (D)
Managing multiple projects simultaneously	E
Using marketing to drive commercial success	E
Developing new markets	D
Sourcing and building marketing lists within the constraints of GDPR, and segmenting held data based on multiple criteria.	E
Using reporting and analysis tools to assess performance and support decision-making.	E
Using the full range of digital marketing channels (owned, earned, paid) to maximise revenue	E
Developing and managing a brand to build strong identity and international reputation (ideally in a membership organisation or similar)	E (D)
Managing/reporting on/being accountable for a marketing budget	E
Working with and managing external designers, printers and agencies etc.	E
Managing and leading a small team - conducting appraisals, providing feedback, training and support, etc.	E
Working in an organisation going through a digital transformation	D
Other	
The job holder may be required to travel in the UK to support events.	E

This job description does not form part of the contract of employment and may be subject to change.

Salary and package details

Salary: £38,000 - £40,000 per annum subject to experience

Contract: Full time – 35 hours a week within a flexi-time system
Fixed term to cover maternity

Benefits: The Institution offers a range of non-contractual discretionary benefits including:

From the join date:

- 23 days annual leave per annum plus bank holidays, rising with service
- Life Insurance – death benefit subject to scheme eligibility rules

From the successful completion of the probation period, whilst provided at the Institution's discretion, may be subject to scheme eligibility rules:

- Participate in the Institution's pension plan arrangements
- Private Medical Insurance
- Health Cash Plan
- Permanent Health Insurance
- Season Ticket Loan
- Reimbursement of one membership subscription to an agreed appropriate professional association, including this Institution.

The Institution reserves the right to exercise its discretion to amend or withdraw any or all of the above benefits.

How to apply; the recruitment process

Applicants should submit their up to date CV and cover letter demonstrating how they meet the knowledge, skills and experience required for the role as depicted in the job description.

Please send your CV and cover letter to hr@istructe.org.

On receipt, your application will be sifted by the recruitment panel and assessed against the criteria for the role. All successfully shortlisted candidates will be contacted by telephone and invited for interview. We reserve the right to close or extend this position depending on application numbers. Therefore, we would urge candidates to apply as soon as possible.

If you have not heard from the Institution within two weeks of your application, regrettably you have been unsuccessful on this occasion. Due to the volume of applications we receive we cannot write to all applicants.

Applicants must possess a current right to work in the UK.

The selection process will consist of a job-related assessment followed by a face to face interview with the Head of Marketing and Communication, the Head of Learning and Development and a member of the Human Resources Team. The interview comprises competency questions designed to test your skills and experience required for this role. It also gives you the opportunity to ask any questions you may have about the role, the team or the Institution.

A second interview may be applicable.

The Institution of Structural Engineers

With over 32,000 members working in 105 countries, we are the world's largest membership organisation dedicated to the art and science of structural engineering.

The Institution is an internationally recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment.

The core work of the Institution is to support and protect the profession by upholding professional standards and acting as an international voice on behalf of structural engineers.

Governance

The Institution of Structural Engineers is governed under its Royal Charter, bye-laws and the applicable regulations.

The Institution Council consists of the President, Vice-Presidents, past Presidents, representatives of regional groups and members who are elected for a period of three years. The Institution is supported by an executive of 65 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

Our values

We strive towards a structural engineering profession that is built on competence, accessibility, and community.

Competence

Championing competence is at the core of everything we do.

We offer a wide range of opportunities for our members to develop, refresh and extend personal competencies. We also help members specialise by offering tailored courses, resources and specialist qualifications.

Accessibility and diversity

We are committed to making the structural engineering profession more accessible. We are constantly reviewing our routes to membership to provide flexibility in the process, offering more choice for all our candidates.

We value diversity and the perspectives people from different backgrounds bring to the engineering profession. We work with other professional bodies and our members to identify and remove barriers to anyone becoming a structural engineer.

Community

We work to create an international community of structural engineering excellence, facilitated by our digital platforms, Regional Group activity and networks of special interest.

For more detailed information about the Institution please visit our [website](#).

Organisational Structure

