

# Digital Marketing Executive

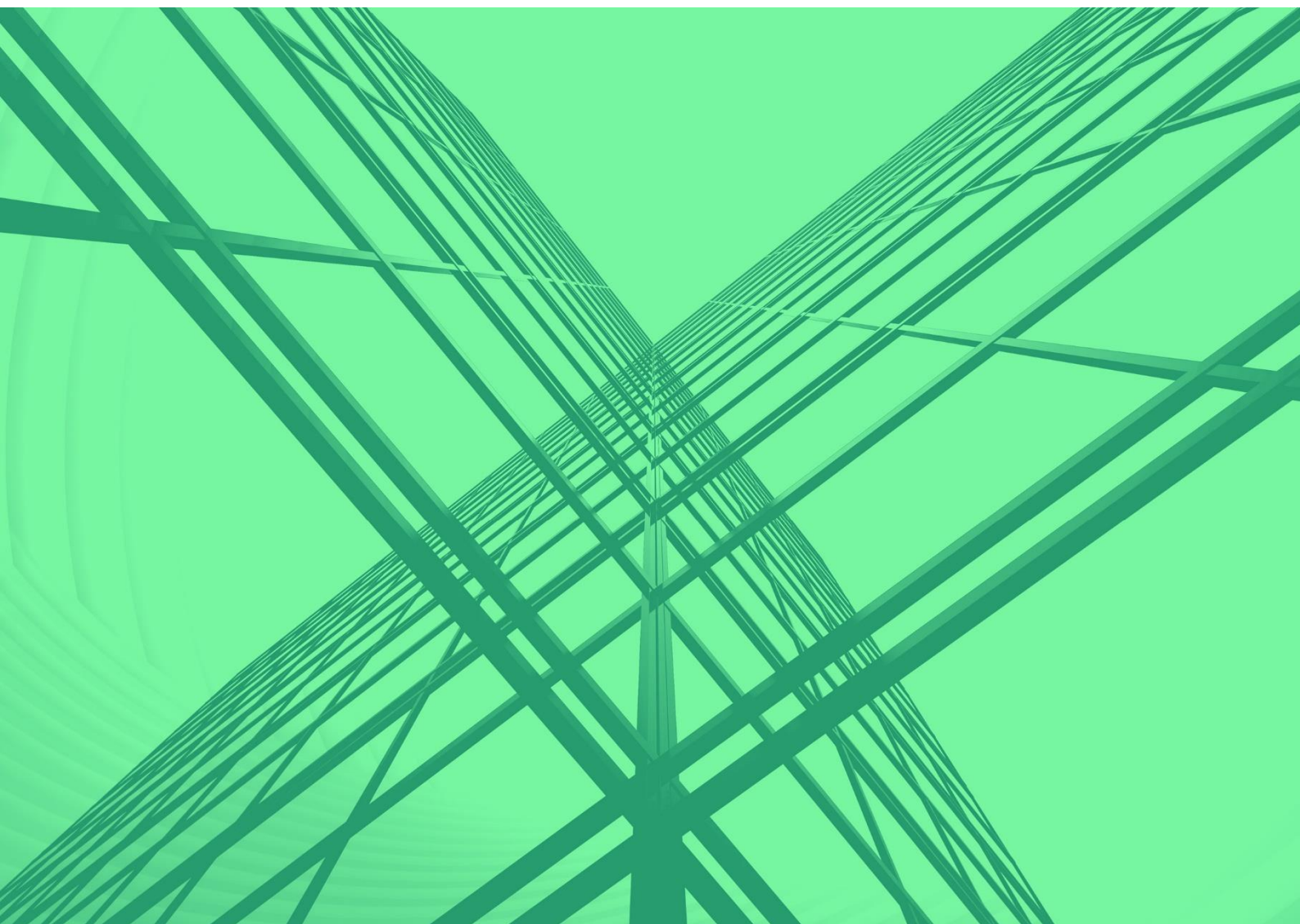
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## CANDIDATE PACK

Full time

35 hours per week

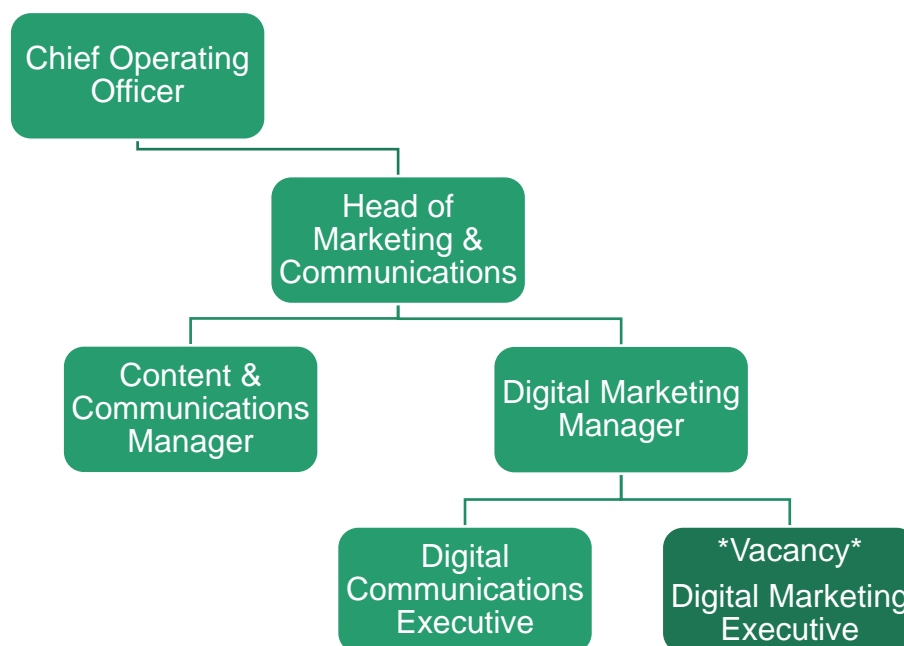
Fixed term maternity cover



## The Marketing and Communications team

Our Marketing and Communications team are a small but busy team of five that report into the Chief Operating Officer.

As a team, they oversee, implement and develop over 100 campaigns for a range of products and services that the Institution offers to its members all over the world. Using a variety of channels to both support the structural engineering profession and raise public awareness of what we and our members do for society.



A 'business partner' style of working has been adopted by the department.

As the Digital Marketing Executive, you will work closely with, and effectively be account manager for, our learning and development teams whose main aim is to increase commercial revenue for the Institution. You'll be required to build your knowledge of these internal client teams in order to deliver effective campaigns and communications strategies for their products. You'll plan, manage and deliver projects through the entire marketing lifecycle from inception to end, analysis and reporting; writing targeted copy for a range of audiences, and creating a variety of content to support your campaigns across all channels.

A large part of this role will be to think creatively to identify and develop new markets and opportunities; to grow our audience outside of the Institution's membership and contribute to the increase in revenue.

The Institution continues to develop through a digital transformation. We launched our new brand mid-2019, including a new website which is still being developed. As part of the team, you'll support your colleagues, as well as our regional groups, to continue to implement the new brand and ensure appropriate usage across the Institution.

This is a fantastic opportunity to undertake a truly varied role, really immerse yourself into a small organisation and feel that your contribution is making a difference.

## 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 :

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# Job description and person specification

## 1. Job details

<b>Job title:</b>	Digital Marketing Executive
<b>Reports to:</b>	Digital Marketing Manager
<b>Date:</b>	February 2020
<b>Location:</b>	The Institution's HQ, London or elsewhere as reasonably required.

## 2. Job purpose

To plan, manage and deliver multi-channel marketing and communications projects from inception to end, in line with the brand, to help the Institution achieve its core mission of supporting and promoting the structural engineering profession and to raise public awareness of the Institution.

To build knowledge of the work of, and develop a relationship with, assigned teams within the Institution in order to deliver marketing campaigns and communication strategies aligned to our membership personas.

To identify and develop new markets and opportunities to the wider structural engineering profession and its neighbouring industries.

To track the progress of campaigns providing data analytics to support future decision-making and make recommendations for improvements.

## 3. Role and responsibilities

### Account management/Digital Marketing and Communications

1. Act as 'go to' communications specialist to the assigned teams within the Institution providing advice on product development and marketing and communications strategies.
2. Plan and deliver campaigns for the assigned teams' products, managing projects through the entire marketing lifecycle.
3. Work within a formalised content strategy, using the Institution member personas to guide product development and subsequent marketing.
4. Write engaging and targeted copy to support campaigns across all channels (website, social media, email, PPC, print, etc).

5. Create a variety of traditional and digital content and collateral to support campaigns (infographics, images, printed flyers and events programmes, videos, soundbites, magazine adverts, etc).
6. Maintain and update key areas of the website related to assigned teams.
7. Identify and develop new markets and business development opportunities for key products.
8. Grow our audience outside of the Institution's membership.

#### Offline activities

9. Create event collateral, such as flyers, and work with external suppliers to get them printed and delivered to deadline.
10. Manage in-house print adverts that are featured in The Structural Engineers and external publications.
11. Research possible advertising platforms and build relationships with media agencies, other Institutions and organisations with the aim of arranging contra deals.

#### Data analysis and reporting

12. Use channel-provided analytics and third-party tools to track and monitor campaign performance. Provide regular reports to stakeholders and give recommendations for improving our communications strategy.
13. Monitor overall content performance, engagement and reach across all social channels and make recommendations for improvement.
14. Research and monitor current digital and traditional marketing trends, platforms, tools and applications and make recommendations to enhance our communications activity.

#### Digital transformation

15. Continue to support the implementation of the new brand and monitor its usage across the Institution.
16. Support the Regional Groups, helping them to implement the brand.

### **4. General responsibilities**

1. Attend and proactively input into team/Directorate meetings. Contribute to the development and implementation of the content strategy.
2. Make suggestions for improving processes, systems, etc. that support the efficiency and stability of the Communications Directorate and Institution.
3. Comply with all Institution policy and procedures.
4. Any other reasonable ad hoc duties as requested.

## 5. Communications and working relationships

1. All employees of the Institution, in particular the teams that you are assigned to partner with.
2. All members of the Institution, including Regional Group representatives who will be liaised with regularly in this role.
3. External agencies and freelancers.
4. External organisations and bodies.

## 6. Knowledge, skills and experience required

Criteria	Essential/Desirable
<b><u>Qualifications and Knowledge</u></b>	
Educated to degree level (ideally in Marketing)	E (D)
An understanding of marketing commercial products to increase revenue	E
Demonstrable understanding of digital and traditional marketing and social media management (ideally within a membership organisation, professional body or non-profit organisation)	E (D)
<b><u>Skills</u></b>	
Excellent project management skills	E
Ability to work independently and to prioritise and manage multiple projects under pressure to meet tight deadlines	E
Proven copywriting ability with attention to detail and ability to critique own work and that of others	E
Excellent written and oral communication skills with the ability to present and explain detailed information to a range of audiences	E
Ability to be creative, with an eye for design detail to develop innovative concepts to drive effective marketing campaigns	E
Excellent interpersonal skills; client focused with a professional approach to work, colleagues and external contacts	E
Flexible and resourceful with the ability to work collaboratively in a small team and other departments	E
Appetite to learn and build on knowledge and current experience	E
<b>IT Skills:</b>	
Word/Outlook/Excel and PowerPoint to advanced standard	E
Working knowledge and application of Adobe Suite	D
Working knowledge and application of mass email systems	E

Criteria	Essential/Desirable
Working knowledge and application of CMS and EMS	E
Working knowledge and application of Analytics reporting tools	E
Working knowledge and application of Project Management systems	E
Basic knowledge of HTML	E
<b>Experience</b>	
Planning and delivering multi-channel marketing and communications campaigns in a brand-led environment (preferably gained in a membership organisation, professional body, not for profit organisation or similar)	E (D)
Independently project managing small campaigns through the entire marketing lifecycle	E
Working in an account manager style role providing advice and service to internal client teams.	E
Creating engaging content for multiple channels	E
Writing targeted copy for a range of technical and non-technical audiences and purposes.	E
Identifying and developing new markets and business development opportunities.	E
Managing and/or updating website content, functionality and user journeys to increase awareness, drive engagement and improve conversion rates.	E
Mass email marketing.	E
Managing social media channels and providing relevant and consistent content production and undertaking moderation.	E
Working with external designers/suppliers; creating job briefs through to delivery.	E
Evaluating and reporting on digital and offline communications activity.	E
Contributing to a content, marketing or communications strategy.	D
Providing general administration support, responding to emails, processing invoices, etc.	D

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

## Salary and package details

Salary: circa £30,000 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
- Flexible working system whereby additional hours worked may be accrued and taken as flexi-leave
- 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 tailored cover letter demonstrating how they meet the knowledge, skills and experience required for the role as depicted in the job description.

All applications should be sent to: [hr@istructe.org](mailto: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, it is with regret that 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 Digital Marketing Manager and a member of the Human Resources Team. The interview will comprise of 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.

Applicants will be asked to specify whether there are any reasonable adjustments needed for them to participate in a selection process. Wherever possible and reasonable, we will meet any declared needs.

Applicants who are successful at first stage will be invited for a second interview and/or assessment with the Head of Marketing and Communications.

## 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

