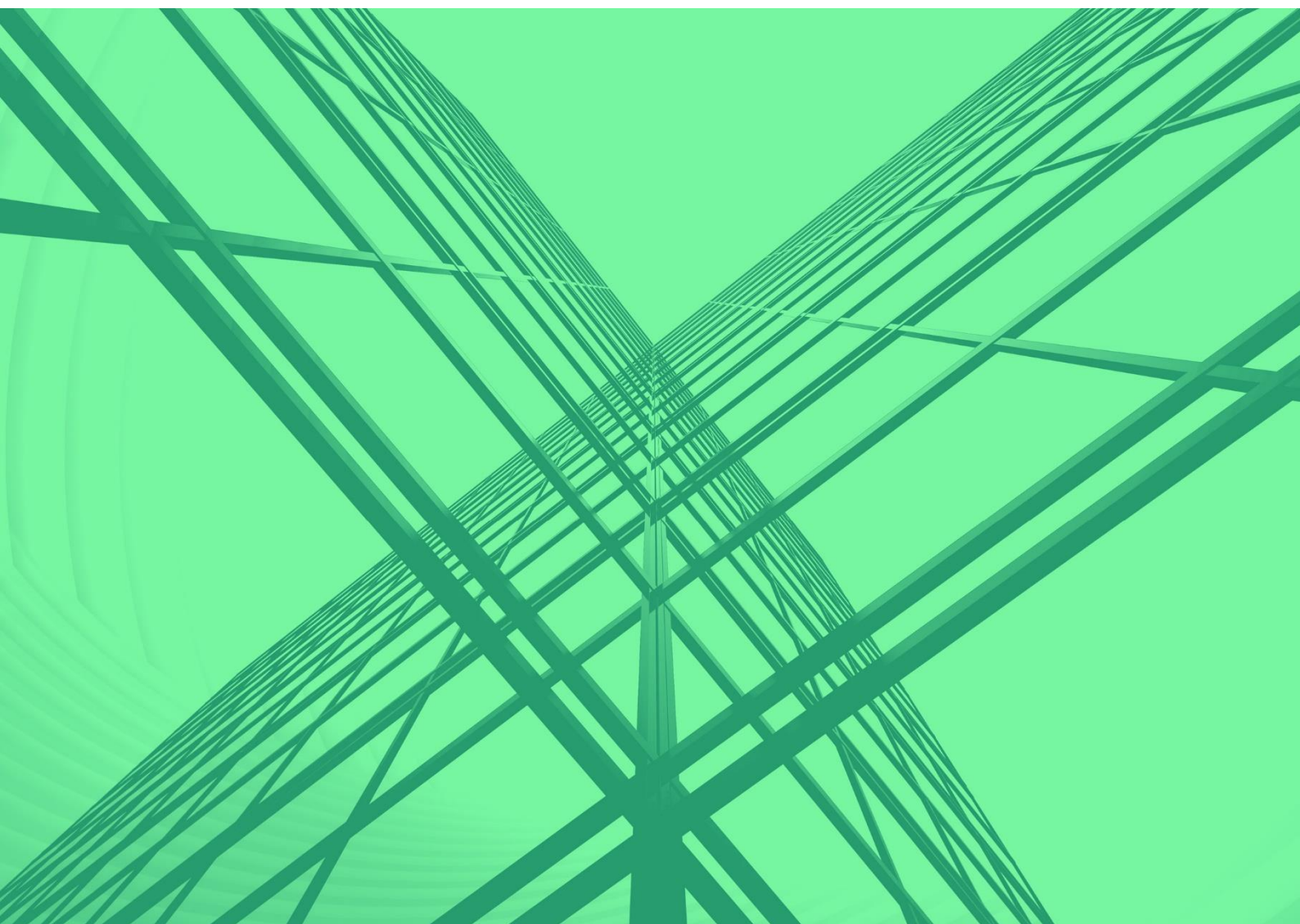


Digital Marketing Manager

CANDIDATE PACK

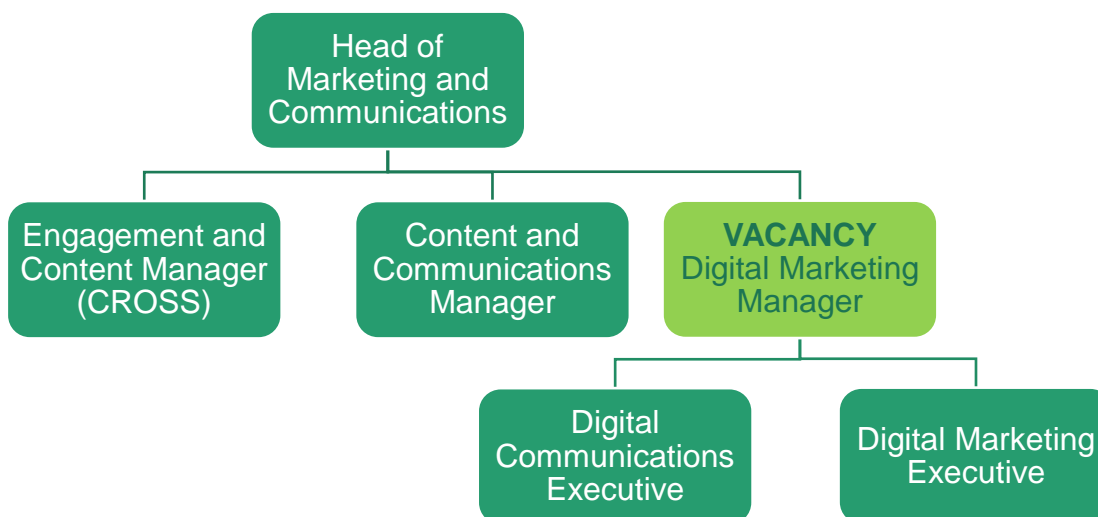
Full Time

35 hours per week



The Marketing and Communications Team

Our Marketing and Communications team are a team of six that report into the Head of Marketing and Communications.



This is an exciting and dynamic role that will allow the right candidate to take control of the Institution's day-to-day marketing. Blending high level strategic thinking with hands-on delivery, you'll need to be clear-thinking, organised and persuasive to make an impact.

You'll ensure that your team's work is aligned to the marketing strategy, which puts the focus on persona-based marketing, enhanced segmentation, high quality content marketing, automation and mass personalisation, and new market development.

You will provide marketing advice and support to your clients and guide the activities of two Digital Marketing Executives. You'll have commercial, membership and engagement targets to work to.

You will be the lead on all paid channels including PPC and will need to work closely with the Content and Communications Manager in the MarComms team to make sure that owned and earned channels effectively support your integrated marketing plans. Email marketing is an important part of the communications mix and as such you will be the team lead in this area.

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 4-9

Salary and package details page 10

How to apply page 11

More about us :

Our organisation, governance and values page 12 - 13

Organisational Structure page 14

Job description and person specification

1. Job details

Job title:	Digital Marketing Manager
Reports to:	Head of Marketing and Communications
Responsible for:	Digital Marketing/Communications Executive x2
Date:	April 2022
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. Ensuring commercial and engagement targets are met and activity is aligned with strategy and transformation agenda.

To assist in the recruitment and retention of members. This will be achieved through promotion of membership benefits and products and shaping key membership communications (eg student engagement, Initial Professional Development (IPD), CPD, subscription renewals, awards and prizes).

To grow markets for IStructE commercial products, focusing on adjacent markets (eg architecture, construction) and international growth. To assist in meeting revenue targets for commercial activities (eg publications, events and conferences).

To be responsible for 'paid' communications channels and to work closely with the Content and Communications Manager to ensure messaging in 'owned' and 'earned' channels is properly coordinated.

To line manage two marketing/communication executives and ensure their work is strategically aligned and supports revenue and membership targets.

To develop and maintain reporting systems to track channel and 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 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 and automate regular email communications.

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 progression paths and develop communications plans to support membership growth and conversion targets.
4. Provide communications support for other key membership activities, including the annual subscription renewals process, mandatory CPD and Student Liaison Officer support.
5. Oversee day-to-day marketing delivery including activity scheduling, list segmentation and collateral production (mainly digital but some offline). 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 explored.

Channel management

1. Contribute to the development and updating of the editorial calendar and use this as a key planning tool for the work of the Marketing team.
2. Oversee paid channels including the relationship with the incumbent PPC digital agency.
3. Work closely with the Content and Communications Manager to make sure owned and earned channels effectively support marketing activity. Use personas and technical themes to segment and target marketing.
4. As the primary user of the Institution's email marketing system (linked to Microsoft Dynamics CRM) be responsible for good practice and day-to-day management of email communications.
5. Be responsible for the digital signage in the Institution's headquarters in Bastwick Street, London.
6. Help monitor social channels for posts that may pose a risk to the Institution's reputation, escalating as appropriate.
7. Ensure compliance with statutory regulations including GDPR.
8. Look for opportunities to improve the efficiency of Marcomms systems and processes and work closely with colleagues and external agencies to improve system effectiveness, including automation where possible.

Brand Management

9. Help oversee the use of the IStructE brand, particularly by Regional Groups. Contribute to the development of guidelines and management processes.

Reporting and Data Analysis

10. Provide per-campaign reporting on marketing and communications activity. 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.
11. Participate in the Data Owners Group and make sure policies and best practice are followed by all members of the marketing team.
12. Use analysis tools including Google Analytics and Hootsuite to monitor channel performance and inform improvements. Use the email system/CRM to set baselines and analyse data in areas like email performance, membership growth, engagement, commercial sales.

4. General responsibilities

1. Contribute to strategic planning and assist in the development of the marketing 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 business planning and budget management/reforecasting 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. To act in accordance with Data Protection laws and pro-actively focus on the quality of data in your own department
7. Comply with all Institution Policy and Procedures.
8. 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; Head of Marketing and Communications, 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 freelances.
4. External bodies including other Professional Engineering Institutions in the UK/internationally, contra deal and other commercial partners.

6. Knowledge, skills and experience required

Criteria	Essential/Desirable
<u>Qualifications and Knowledge</u>	
Educated to degree level (ideally in business or marketing)	E
Member of Chartered Institute of Marketing (CIM)	D
Demonstrable knowledge and understanding of digital marketing using email, social, content marketing and PPC (preferably within membership organisations or similar)	E
Understanding of how marketing may be used to demonstrate membership value to existing and new members	E
Understanding of marketing knowledge-based products and developing new markets	E
A knowledge and understanding of GDPR, data protection best practice and its application.	E
<u>Skills</u>	
Excellent organisational and project management skills to deliver against a range of targets	E
Line management and ability to direct and develop reports	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; able to manage and work in a small team and collaborate with other departments and stakeholders	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
Experience of using bulk-email systems (ideally MS Dynamics-based CRM and Preside) and website Content Management Systems (ideally Kentico)	E
Competent use of reporting tools including Google Analytics and social media management systems	E
Project Management System (ideally Wrike)	E

Criteria	Essential/Desirable
Competent use of the Adobe CC, including Illustrator and InDesign (certified Adobe user would be advantageous)	E
<u>Experience</u>	
Utilising digital marketing methods - email, social media, website, SEO and PPC - to implement marketing and communications strategy and deliver against commercial, membership and engagement targets	E
Project managing/delivering digital marketing campaigns/projects for a diverse portfolio of products (ideally gained in a membership organisation or similar)	E
Be responsible for paid channel management. Using the full range of digital marketing channels (owned, earned, paid) to deliver effective campaigns. Using an editorial planner to co-ordinate with colleagues across the different channel types	E
Using a CRM-based email marketing system. Using segmentation and personas to maximise marketing effectiveness. Exploiting the automation and mass personalisation opportunities CRM provides	
Develop regular reporting and insights to monitor progress against targets. Using this data to inform short- and medium-term actions	E
Managing multiple projects simultaneously	E
Developing new markets within the constraints of GDPR	E
Managing/reporting on/being accountable for a marketing budget	E
Working to brand standards and ensuring consistency of brand experience	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
<u>Other</u>	
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 - £45,000 per annum FTE subject to experience
(pro rata for part time hours)

Contract: Full time – 35 hours a week within a flexi-time system

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

Benefits on commencement:

- Life Assurance (death in service benefit)
- Eye care and glasses- eye tests paid for and contribution towards any glasses specific for DSE use
- Access to some parts of the employee assistance programme (UNUM Lifeworks)
- Pension- can join the pension scheme from any date after commencement in Tier one (employer 5%, employee 3% minimum contributions)
- 23 days paid annual leave (increasing with service to 28 days) plus bank holidays and flexi leave

Benefits from three months:

- Pension- automatic enrolment in Tier one: employer 5%, employee 3% minimum contributions
- Pension- you can request to join Tier two: employer 8%, employee 5% minimum contributions
- Full pay sickness absence up to 65 days in a 12-month rolling period
- Income protection insurance: you may be eligible for this support if you are absent due to sickness for a continuous period of 13 weeks or more, subject to acceptance of the claim
- Full access to our employee assistance programme which includes a discounts and savings platform (Lifeworks)
- Full access to additional health services (e.g. counselling, physio, virtual GP) via an app-based service (Help@hand)

On successful completion of a 6-month probation period, you will be eligible to the following optional benefits:

- Private medical insurance (PMI) currently provided by BUPA (voluntary and subject to tax and NI)
- Health cash plan, currently provided by BUPA (voluntary and subject to tax and NI)
- Reimbursement of an agreed and appropriate Membership subscription
- Season ticket loan (non-taxable)
- Paid parental leave at rates of pay higher than statute, subject to service requirements as per the current policies

How to apply; the recruitment process

Please submit an up-to-date CV and cover letter demonstrating how you meet the knowledge, skills and experience required for the role as described in the job description. The cover letter should be no more than 500 words.

To apply please see our [website](#).

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 Institution does not hold a visa sponsor licence, therefore, applicants who do not have the right to work in the UK and/or require visa sponsorship in order to continue working in the UK cannot be considered.

The selection process will consist of a virtual interview and job-related assessment with the manager for this post (Head of Marketing and Communications) 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. The second stage of the selection process will be a face-to-face interview with the Head of Marketing and Communications and the Digital, Data and Technology Director.

We want to support you. If you require any reasonable adjustments during our recruitment process, this could be for the application, assessment and/ or interview, please let us know as soon as possible so that adequate provisions can be made for you.

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](#).

Our Work

Climate Change

The climate emergency is the greatest threat to our planet. Structural engineers have a responsibility to help mitigate its effects by changing the way buildings and infrastructure are designed, commissioned and constructed. The Institution, our [Climate Emergency Task Group](#) and [Sustainability Panel](#), supports these vital efforts through its role as an international centre of knowledge, sharing information and opinion with its membership and beyond.

Resilience

The Institution support the efforts to build [resilient](#) communities- taking measures to avoid, reduce, resist and aid recovery from extreme events including Tsunamis, flooding, explosions and seismic events. Our [Humanitarian and International Development Panel](#) as well as our [Seismic and Dynamic Events Panel](#) includes experts from regions around the world. They help structural engineers confront the challenges faced by the poorest and most vulnerable people and progress activities to support the development and understanding of seismic and resilient design.

Safer Structures

Structural engineers consider the safety of structures from design and construction through to operation and demolition, in accordance with local legislation. The [Institution of Structural Engineers](#) along with [CROSS](#) investigates failures and near misses (including [Grenfell](#)) in order to share knowledge and insight to Structural Engineers to avoid any potential or future disasters.

Young Members

IStructE is committed to ensuring the profession of Structural Engineering is accessible to everyone. We offer tailored visits, events and networking opportunities to our [young members](#) to help them get support at a crucial time in their career. Our values extend to our work in [education](#) that encourages young people from diverse backgrounds to choose and access structural engineering careers.

Support

Our [Benevolent Fund](#) offers support to current and former IStructE members and their dependants going through tough times who may need financial support. Partnered with Anxiety UK, our members will also be able to quickly access therapeutic support if needed and have access to a range of learning materials to support managers and their staff on mental health awareness.

Organisational Structure

