

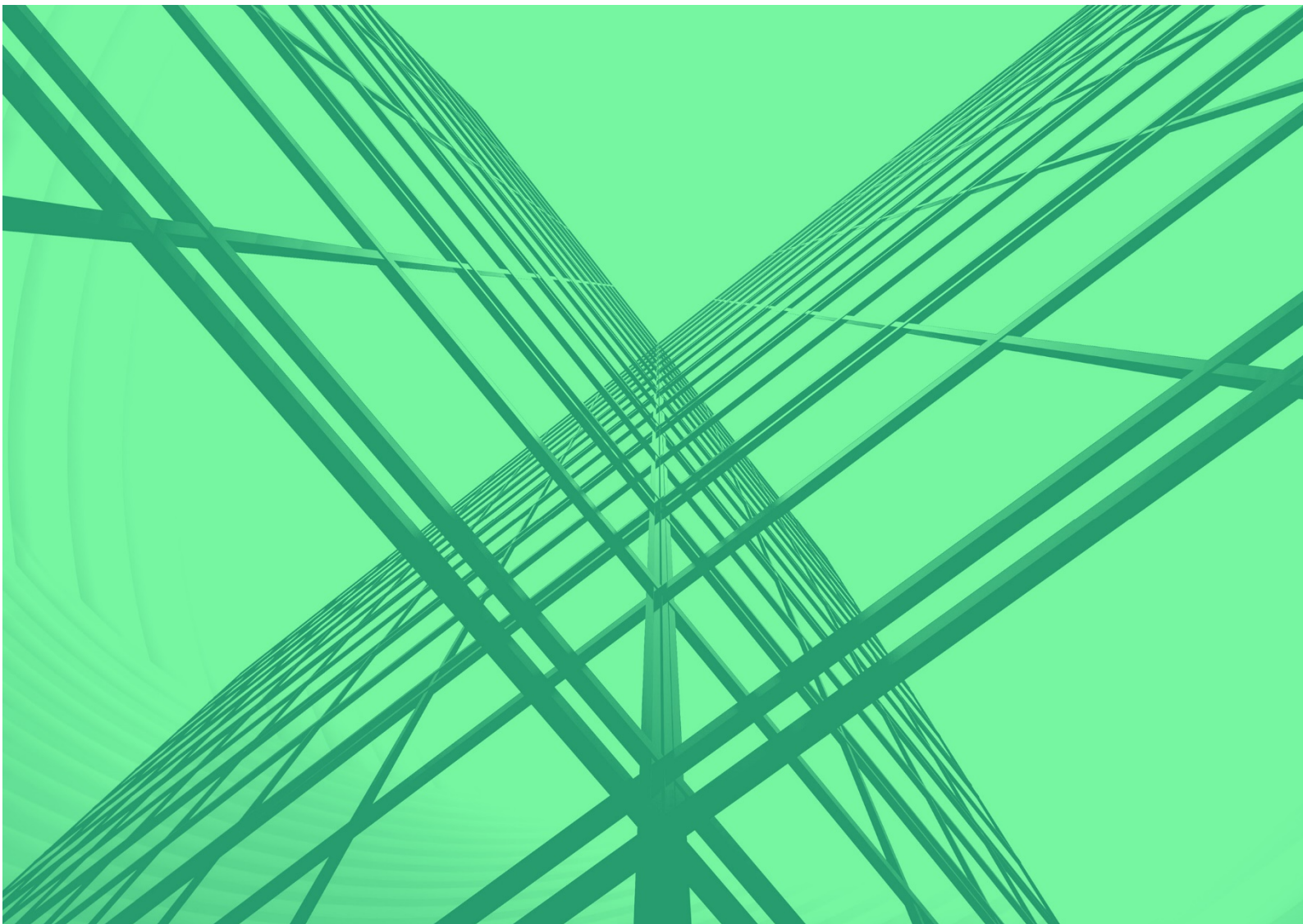
# Digital Marketing Manager

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**CANDIDATE PACK**

Full time

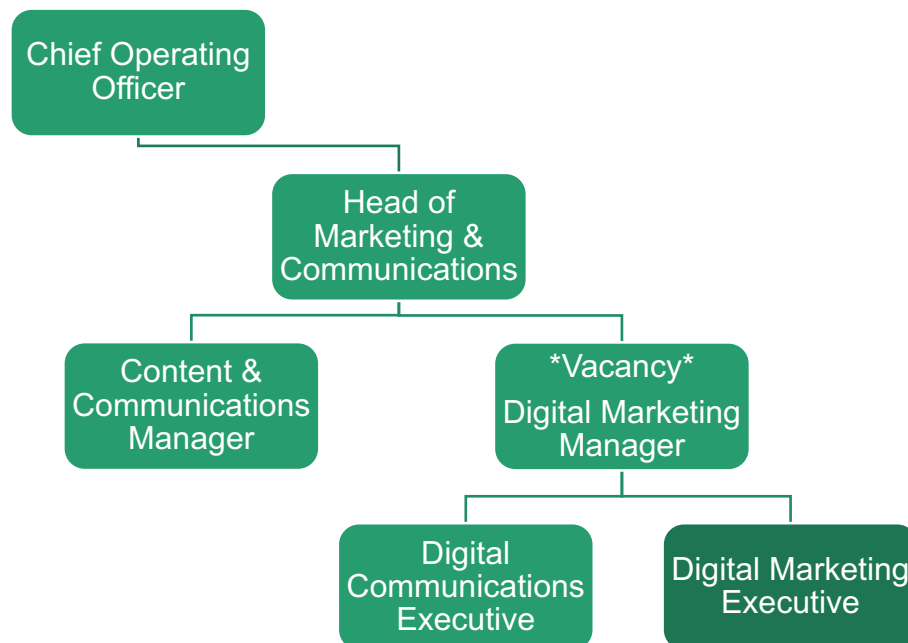
35 hours per week



## 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 market a wide 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.



As the Digital Marketing Manager you will be responsible for day to day marketing and working with clients across the business - particularly in the Commercial and Membership teams – to meet financial and other business targets.

You'll manage two Marketing/Communications Executives and will ensure their work is aligned to strategic objectives. The Institution's email marketing operation and social media will also be yours to manage. You'll work closely with the Content and Communications Manager and colleagues in the Digital and Data team on website content and functionality.

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 relaunched our brand mid-2019, and new functions are being added to the website. 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. In the short to medium term the Institution is currently operating a mix of office based and remote working as part of our phased response to Covid-19.

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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Our organisation, governance and values                              page 11

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# Digital Marketing Manager

## 1. Job details

<b>Job title:</b>	Digital Marketing Manager
<b>Reports to:</b>	Head of Marketing and Communications
<b>Responsible for:</b>	Digital Marketing/Communications Executive x2
<b>Date:</b>	January 2021
<b>Location:</b>	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 marketing/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 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 owned channels including email, social and in-venue digital 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 including GDPR.
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 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. 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 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
<b><u>Qualifications and Knowledge</u></b>	
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
<b><u>Skills</u></b>	
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
<b><u>IT Skills:</u></b>	
Word/Outlook/Excel and PowerPoint to Intermediate/Advanced standard	E
Competent use of the Adobe CC, 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	E
Project Management System (ideally Wrike)	E (D)



Criteria	Essential/Desirable
<b>Experience</b>	
Utilising digital marketing methods, email, 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
Developing new markets within the constraints of GDPR	E
Using marketing to drive commercial success and monitoring performance against weekly sales reports	E
Using segmentation to effectively target activity	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
<b>Other</b>	
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: circa £38k per annum subject to experience

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

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
- 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 demonstrating how they meet the knowledge, skills and experience required for the role as depicted in the job description along with a cover letter.

All applications should be submitted through <https://www.webrecruit.co/job-seekers/job-details/?id=3450R>

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 and interview with the Head of Marketing & Communications and the Head of Learning and Development. 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. Whilst we would prefer to carry this out in person, it is possible that Covid-19 restrictions may prevent this.

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.

A second interview or assessment may be applicable and may be held on-line or in person at our Institution headquarters in London.

## 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

