

Job profile

Job Title:	Senior Marketing Executive - Membership
Line Manager:	Marketing Manager - Membership
Direct Reports:	None
Location:	Wimbledon
Job Purpose:	Accountable for planning, delivering and managing multi-channel marketing campaigns to support membership growth

Key accountabilities

1. To work with the marketing manager to develop marketing strategies and campaigns that are customer-centric, driven by insight and data, are innovative, and deliver on business priorities and revenue targets. To take full end-to-end ownership of assigned campaigns from planning to delivery and analysis.
2. To build strong relationships with senior stakeholders to gain insight and understand priorities, challenges and opportunities. Also to use communication and influencing skills to gain buy-in for marketing plans and to constructively challenge as needed.
3. To understand target audiences across all international regions, using profiling, research, marketing analysis and other sources of information. To understand and effectively use CRM data including selecting target data for marketing activities.
4. To develop segmented marketing messaging hierarchies that clearly articulate the key messages to the target groups. To deliver these messages through segmentation plans.
5. To deliver, test and track marketing programmes using multiple channels. To analyse and report on results and to ensure that ROI is maximized. To recommend and implement corrective or additional activity as needed.
6. To manage and develop effective customer journeys including automated and trigger-based marketing programmes.
7. To manage the production of marketing collateral to support all elements of the customer journey. To also ensure that all outputs resonate with the target audience and meet the CIPD's brand guidelines.

8. To work with the wider marketing team to support membership and qualification campaigns and projects.
9. To work with the senior marketing team in the marketing planning process, identifying efficiencies, campaign overlaps and ways to improve performance across the team.
10. To deputise for the marketing manager as needed. To mentor and train team members, especially new starters. To support marketing staff in our international offices.

Knowledge, qualifications and experience

The jobholder needs to be of a graduate calibre with a relevant business and/or marketing qualification, such as the CIM Postgraduate Diploma in Marketing. They'll also need to have:

- a proven track record of developing and delivering integrated marketing campaigns
- ability to work autonomously to deliver on assigned objectives; at the same time supporting the work of the wider team
- strong marketing delivery skills including complex data selections and segmentation
- experience of testing, tracking, analysing and reporting on marketing performance
- an understanding of the latest digital marketing techniques, and recent experience of digital marketing technologies (e.g. email systems and automation, CRM, Google Analytics, social media tools etc.)
- ability to translate top level business requirements into marketing strategies and tactical campaigns
- experience of managing projects to improve marketing performance
- strong copywriting, communication, negotiation and influencing skills
- ability to build positive relationships with, and to influence, senior stakeholders
- excellent organisational skills and ability to manage multiple projects
- strong business and financial acumen, including budget management and forecasting.

Previous experience of marketing in a membership or loyalty environment is desirable.

Note: This job profile is aimed at describing the core output that should be achieved in this role. It is not intended to include specific tasks, temporary activities or projects. This generic approach in writing overall purpose and accountabilities supports focus on key outputs and flexibility in a changing context. Specific results to deliver each year in your role based on your job profile are listed in your individual objectives.

You are required to demonstrate appropriate levels of competence and behaviours against CIPD's values and core competencies. Full details of [our values and competencies](#) are listed on our website.