

Job Description

<p>1. JOB TITLE: Marketing Campaigns Executive</p> <p>Area: Operations</p> <p>Reports to: Marketing Manager</p>
<p>2. NUMBER OF DIRECT REPORTS</p> <p>None</p>
<p>3. WORK AND JOB STATUS</p> <p>Full time, permanent, executive</p>
<p>4. MAIN PURPOSE OF JOB</p> <p>To plan, develop and practically implement effective integrated data driven campaigns to promote SCI's products and services including events, membership packages, awards etc.</p> <p>To support the management team by providing regular analysis of campaigns and by making recommendations to improve campaign outcomes.</p>
<p>5. PRINCIPAL ACCOUNTABILITIES:</p> <p>a) Marketing Campaigns</p> <ul style="list-style-type: none"> • Develop successful integrated marketing campaigns with the purpose of acquiring new and retaining existing customers (members & delegates) • Project manage the annual marketing plan, to ensure that key events and activities are promoted effectively. • Plan and work with colleagues in the events, memberships and marketing team to deliver marketing campaigns to promote SCI and its products and services. <p>b) Marketing Insight</p> <ul style="list-style-type: none"> • Monitor and evaluate the effectiveness of campaign activity through regular reporting and KPIs to the Marketing Manager, suggesting and implementing improvement measures • Analyse customer data and take insights from this to make communications more effective <p>c) Data Management</p> <ul style="list-style-type: none"> • Manage the implementation, tracking and measurement of marketing campaigns • Work with the marketing manager to ensure that data in the CRM is appropriately segmented for marketing purposes <p>d) Website</p> <ul style="list-style-type: none"> • Assist with the development of specific web content relating to new initiatives. • Support the marketing executive to maintain the SCI website <p>e) General/Additional Tasks</p> <ul style="list-style-type: none"> • Keep a track of marketing spend incurred to be able to report back to the management team as required. <p>f) Membership Interaction</p> <ul style="list-style-type: none"> • Build a close working understanding of SCI membership, its constituents and the members. • Keep abreast of members' activity to assist with developing content, sharing information, seeking input and advice where needed.

6. WORKING RELATIONSHIPS

- a) **Internal:** Executive Director, Managers, members and all other member of staff
- b) **External:** Agencies, consultants, suppliers, sponsors, members, corporate members, committees, potential members, exhibitors etc.
- c) Undertake other tasks as deemed appropriate by your director, manager and other members of the executive.

7. FREEDOM AND CONSTRAINTS

Self-governing on 70% of actions and as determined by your manager

8. PLANNING AND ORGANISATION

Excellent project management skills, able to plan and execute successful marketing campaigns.

9. KNOWLEDGE, SKILLS & EXPERIENCE

Required

- Demonstrable experience of planning and delivering data driven integrated marketing campaigns
- Strong background in e-mail marketing
- A creative approach to challenges and opportunities
- Educated to degree level, preferably in a science based subject or with an interest in science
- Numerate, analytical and able to provide insights
- Excellent communication skills
- Experience in maintaining marketing data in CRM
- Experience of working autonomously
- An organised and methodical approach to work
- A team player, able to interact tactfully with colleagues, Members, suppliers and others
- Self-motivated
- HTML knowledge is desired but not essential
- Basic Adobe skills (Photoshop, Illustrator, InDesign) preferable