

Job Description

<p>1. JOB TITLE: Marketing Executive</p> <p>Area: Operations</p> <p>Reports to: Marketing Manager</p>
<p>2. NUMBER OF DIRECT REPORTS None</p>
<p>3. WORK AND JOB STATUS Full time, permanent</p>
<p>4. MAIN PURPOSE OF JOB</p> <p>To develop and practically implement effective integrated (on and off-line) data driven campaigns to promote SCI's products and services including the Society's events, membership packages, awards and room hire.</p> <p>To oversee the production and distribution of correctly branded marketing collateral.</p> <p>To assist the functional teams to deliver their goals by providing support as outlined below.</p>
<p>5. PRINCIPAL ACCOUNTABILITIES:</p> <p>a) Marketing Campaign Planning and Implementation</p> <ul style="list-style-type: none"> • Develop and implement integrated campaign plans using available media channels including the SCI website, e-alerts, member news, the e-forum and social media and telemarketing. • Monitor campaigns and provide reports including performance against KPIs and learnings for future campaigns. • Design and produce a range of marketing collateral and promotional materials for marketing campaigns, all within the brand guidelines, budget, and agreed deadlines. • Coordinating print and online advertising available to SCI; ensure all events and activities are promoted as appropriate. • Identify and act on any special projects requiring marketing support. <p>b) Marketing Data Management</p> <ul style="list-style-type: none"> • Manage the marketing content in the CRM; segment contacts to ensure marketing activities are targeted. • Regularly investigate the CRM to provide the management team with marketing reports on which to plan and deliver strategies. • Continue to build and update the marketing content in the CRM in line with data protection practices. <p>c) Website</p> <ul style="list-style-type: none"> • Work with the marketing manager to maintain the SCI website. • Manage the home page content plan, ensuring the breadth of SCI's activities are promoted. • Assist with the development of specific web content relating to new initiatives. • Manage the web inbox to ensure that all incoming enquiries are handled in a timely way; ensure that all issues relating to the website and CRM are flagged as appropriate.

e) General/Additional Tasks

- Keep a track of all marketing spend incurred to be able to report back to the management team as required. Actively procure quotes from different suppliers for each print job and keep a log of quotes for comparison purposes.
- Manage the relationship and interface with existing suppliers, e.g printers ensuring that all departments comply with the processes and procedures established for the commissioning of print/design etc.
- Undertake such other duties as may be assigned by the Marketing Manager, from time to time.

5. PERFORMANCE INDICATORS:**a) Marketing Campaign Planning**

- Timely delivery of campaigns
- Achieving targets agreed at start of campaign
- Timely delivery of materials that meet the needs of their target audience

b) Marketing Data Management

- Manage Marketing lists, ensuring data is accurate and up-to-date
- Accurate and timely reporting

c) Website

- Timely addition of accurate content
- Website home page looks engaging and showcases SCI accurately

6. WORKING RELATIONSHIPS

a) Internal: Directors, Managers, committees (via Group committee support contact) and all other members of staff.

b) External: Agencies and suppliers

7. FREEDOM AND CONSTRAINTS

- Self-governing on 40% of actions and as determined by your manager.

8. PLANNING AND ORGANISATION

- Plan, implement and measure outcomes of initiatives and projects under guidance from manager.

9. KNOWLEDGE, SKILLS & EXPERIENCE**Required:**

- Proactive Marketeer with a minimum of three years hands-on marketing experience.
- Experience of delivering telemarketing activities
- Computer literate, with a good level of knowledge and competence with Microsoft Outlook, Word, Excel, PowerPoint).
- Experience in use of Adobe design packages (Creative Suite, including InDesign, Photoshop, Illustrator, Dreamweaver) highly desirable
- Good written and spoken English; ability to produce copy for marketing collateral
- Possesses a good standard of interpersonal and communication skills.
- Experience of managing own workload with limited supervision and working under reasonable pressure to achieve deadlines.
- A creative approach to challenges and opportunities.
- An organised and methodical approach to work.
- A team player, able to interact tactfully with colleagues, Members, suppliers and others.

- Self motivated.
- An interest in Science

Desired

- Proven hands on experience of using and maintaining CRM /eCRM systems
- A good understanding of data collection and excellent skills in producing user-friendly reports
- Advanced ability using MS Excel and Powerpoint
- Strong analytical and numeracy skills
- Experience of working with website content management systems
- Knowledge of e-mail marketing software
- Design knowledge and skills for electronic and printed media
- Have experience of membership organizations and working with volunteers.
- Financial awareness and experience of monitoring spend

Signed.....

Dated.....