



The Governance
Institute

Job Description & Person Specification

- Job Title:** Head of Marketing
- Contract:** Permanent
- Salary:** £50,000 - £55,000 per annum
- Hours:** 35 hours per week
- Location:** London, EC1N
- Department:** Commercial
- Reports to:** Business Development Director

About ICSA

ICSA: The Governance Institute is the professional body for governance. We champion good governance practices, provide qualifications, training and resources to members and governance professionals worldwide.

Purpose of Job

To lead all marketing activity, ensuring that the team fulfils the marketing strategy and delivers effective, responsive and high quality work. You are responsible for the creation and delivery of marketing plans that meet sales and acquisition targets and uphold standards to ensure that communications are accurate, well-crafted and on-brand. You have a strong knowledge of ICSA's customers, markets and services and ensure that this understanding is shared across the team. You guide and develop your team, and are accessible and approachable to others.

Main responsibilities/key tasks

- Understand and contribute to the development of organisational strategy and work with the Business Development Director to create and deliver marketing plans that meet or exceed objectives.

- Develop a strong understanding of ICOSA's customers, services and markets to inform effective segmentation strategies and the crafting of compelling marketing messages.
- Plan and manage the marketing budget, tracking spend, ensuring best value for purchasing and measuring return on investment.
- Lead projects effectively, planning, prioritising and allocating work within schedules and budgets.
- Recruit and develop and motivate the marketing team.
- Work closely with key stakeholders, including the Heads of Membership, Examinations and Digital to unlock the potential of CRM and establish effective lead conversion, sales and understanding of customer behaviours.
- Use data effectively and lawfully, nurturing a culture of data literacy across the team to ensure that all activities meet GDPR and e-Privacy standards.
- Track, analyse and report on marketing performance and use insights to create a culture of continuous improvement.
- Maintain your professional knowledge and inspiration by keeping abreast of developments in media, marketing communications, technology and data.
- Support and develop external partnerships with vendors, sponsors and related organisations.

Person Specification

Knowledge	<ul style="list-style-type: none"> • Deep knowledge of integrated b-2-b and b-2-c marketing in a professional environment • Understanding of strategy • Focus on customer experience • Insight-driven • Application of brand rules and values • Segmentation and personalisation • Data protection for marketers • New and emerging technologies and platforms
Experience	<ul style="list-style-type: none"> • Marketing team leadership and events marketing experience in a membership or professional body or similar environment • Responsibility for budget and campaign planning • Experience of working with a diverse and international customer base. • CIM or IDM qualifications
Skills	<ul style="list-style-type: none"> • Able to think strategically about marketing's role in delivering organisational goals and act accordingly. • Consistently customer-centred. • Analytical, focusing on results. • Flexible problem-solver. • Entrepreneurial instincts and commercial nous. • Can motivate and develop others. • Holds high standards. • Excellent verbal and written communication skills. • Excellent anticipation, planning and prioritisation.
Behaviours	<ul style="list-style-type: none"> • Creative and innovative • Commercially aware and financially literate • Takes responsibility and ownership • Can inspire and influence • Supports and develops others • Collaborative working style • Can act in accordance with ICOSA values; openness, integrity and authority.
Special circumstances	<ul style="list-style-type: none"> • Some flexible hours and travel required on occasion.

Instructions to apply

Applications should be in the form of a full CV and supporting letter outlining how your skills and experience meet the person specification for the post. Ideally, please submit by email to **jobs@icsa.org.uk** by no later than 14 April 2019.