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 ICSA’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

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Experience</th>
<th>Skills</th>
<th>Behaviours</th>
<th>Special circumstances</th>
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</thead>
<tbody>
<tr>
<td>• Deep knowledge of integrated b-2-b and b-2-c marketing in a professional environment</td>
<td>• Marketing team leadership and events marketing experience in a membership or professional body or similar environment</td>
<td>• Able to think strategically about marketing’s role in delivering organisational goals and act accordingly.</td>
<td>• Creative and innovative</td>
<td>• Some flexible hours and travel required on occasion.</td>
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<tr>
<td>• Understanding of strategy</td>
<td>• Responsibility for budget and campaign planning</td>
<td>• Consistently customer-centred.</td>
<td>• Commercially aware and financially literate</td>
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<td>• Focus on customer experience</td>
<td>• Experience of working with a diverse and international customer base.</td>
<td>• Analytical, focusing on results.</td>
<td>• Takes responsibility and ownership</td>
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<td>• Insight-driven</td>
<td>• CIM or IDM qualifications</td>
<td>• Flexible problem-solver.</td>
<td>• Can inspire and influence</td>
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<td>• Application of brand rules and values</td>
<td></td>
<td>• Entrepreneurial instincts and commercial nous.</td>
<td>• Supports and develops others</td>
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<td>• Segmentation and personalisation</td>
<td></td>
<td>• Can motivate and develop others.</td>
<td>• Collaborative working style</td>
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<td>• Data protection for marketers</td>
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<td>• Holds high standards.</td>
<td>• Can act in accordance with ICSA values; openness, integrity and authority.</td>
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<td>• New and emerging technologies and platforms</td>
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<td>• Excellent verbal and written communication skills.</td>
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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.