

JOB DESCRIPTION

Position: Digital Marketing Executive

SUMMARY :

CTSI is a non-profit membership organisation that campaigns on a variety of consumer protection issues – while also offering a range of commercial products and services, to help fund its work.

The small marketing and digital production team sits within CTSI's wider policy and communications department and is responsible for a broad range of marketing activities. These include increasing (and retaining) our members; promoting our growing range of business and consumer-focused help tools, advice guides and services; advertising our qualifications and training courses; publicising our online and real-world events; and boosting engagement with our public awareness campaigns.

While this role will be involved with all of these areas – coming up with creative ideas, trialling activities, running end-to-end campaigns, and conducting activity evaluation – as the 'digital guru' on the team, they will also take the lead on digital marketing and website development. For example, they will be expected to manage the Google Ads account (Ad Grant), produce Google Analytics reports, generate awareness and engagement across social media, and help redevelop content across CTSI's range of websites (while, eventually, becoming the 'go-to' expert on the CMS).

The role requires someone with a hybrid creative/analytical mind: a high standard of digital marketing skills (e.g. Google Ads, Social Media management, email marketing) and familiarity with popular digital tools (incl. Google Analytics), combined with good content development skills (i.e. a capable writer, with an eye for design, and excellent attention to detail) and the enthusiasm to learn quickly, on-the-job.

REQUIREMENTS :

- 2+ years' experience of Google Ads (ideally, working for a UK membership organisation, or similar nonprofit organisation, in receipt of a Google Ad Grant).
- 2+ years' experience of digital marketing (incl. social media channels and email marketing) and knowledge of Google Analytics and other digital tools (ideally, working for
- Great writing skills, a good eye for design ('look and feel'), and excellent attention to detail.
- An inquisitive nature, the ability to learn quickly, and a positive 'can-do' attitude.

MAIN RESPONSIBILITIES AND DUTIES :

- **General Marketing:** Work with the marketing and communications team and other stakeholders, to develop marketing activities that support both our membership and a range of B2B and B2C products and services. These include: our Qualifications and Training courses, the Consumer Codes Approval Scheme (CCAS), the International Consumer Centre (ICC), our flagship Annual Conference, and BusinessCompanion, amongst others.
- **Digital Marketing:** Provide expertise across our various digital marketing channels. This will involve managing and optimising our Google Ads account, and advising on SEO, social media, affiliate marketing, online advertising and email. Initially, you will also work on our Website Redevelopment Project (becoming an expert on our CMS and our other third-party technology).
- **Content Development:** Produce, commission or edit a variety of written and visual content – including web pages, adverts, graphics, user-guides, e-learning materials, and other items – to keep CTSI’s websites, social media channels, and other comms vibrant, engaging and up-to-date. As part of the Website Redevelopment Project, you will create website content and produce simple user-guides and style-guides to help people use the CMS (and maintain the look and feel).
- **Analytics and Evaluation:** Undertake competitor analysis, customer insight work and market research. In addition, you will need to perform campaign evaluation – and use the various digital analytics tools (including Google Analytics) to monitor campaign performance and our KPIs.
- **Sales Support:** Part of your role will involve supporting CTSI’s events programme, including the marketing and sales support activities for our Annual Conference (and other events, including industry awards, tradeshow and training webinars). You will help ensure these are delivered on time and on budget.

This is not an exhaustive list. And you will be expected to be flexible in your approach to carrying out your duties - as these may change from time to time to reflect changes in the organisation’s circumstances or market conditions.

PERSON SPECIFICATION :

1) Skills, Knowledge and Experience

Advanced

- **Digital Marketing:** You must have a good working knowledge across the digital marketing mix in the UK – this includes managing Google Ads, Search Engine Optimisation, Social Media, and Email marketing (i.e. newsletters and other communications). Ideally, you will have managed and optimised a Google for Nonprofits Ad Grant before. But, if not, you should know your way around an Ad Words account (and other Paid Search and Social accounts) – and understand how best to maintain optimal performance across multiple campaigns.
- **Content Production:** You should have great writing skills – with the ability to produce persuasive and engaging copy, targeted at a variety of audiences, while working to tight deadlines. Ideally, you will also have a good eye for design (i.e. ‘look and feel’) and be capable of producing basic visual content yourself.

- **Digital Tools:** You should have a good knowledge of popular digital marketing and development tools (such as Google Analytics, Trello, and Canva/Photoshop) – and be able to pick them up. Ideally, you will be familiar with the Umbraco CMS but, failing that, experience with other popular CMS' is a must.
- **Experience:** You should have worked for a similar UK-wide organisation, serving UK-based consumers and/or businesses – and be very familiar with their demands and ways of working. Ideally, you will have worked for a non-profit or membership organisation here in the UK, and have good knowledge of setting up and optimising Google Ad Grant campaigns.

Basics

- **Organised:** Excellent organisational skills – adept at managing multiple people, tasks and projects simultaneously.
- **Collaborative:** A collaborative working style – with the ability to work in partnership with a variety of people (including staff, the board, CTSI members/council, key stakeholders, external suppliers and clients).
- **Personable:** The ability to engage, persuade and influence others, including fellow employees and stakeholders (from junior to board level), using a variety of methods (including meetings, presentations, corporate events and networking).
- **Technical Knowledge:** Good technical literacy – with an awareness for technological innovation and advancements that might benefit both the department and organisation.
- **Web Standards:** A knowledge of (or strong interest in) the relevant legal, reputational and web standards compliance issues, particularly including Accessible web design.

2) Personal Attributes

- **Can-Do Attitude:** You should have an optimistic and flexible 'can-do' attitude to problem-solving – responding well to deadlines, priorities and evolving briefs.
- **Positive:** You should be a positive team-player, with excellent interpersonal skills and a friendly, customer-centric approach.
- **Quick Learner:** You need to be a good listener, who learns quickly - and happy to share your knowledge and experience with those around you.
- **Efficient:** You should pride yourself on being able to create order out of chaos!

3) Qualifications

- **Essential:** Educated to degree level, or equivalent, and/or relevant professional experience.
- **Desirable:** Relevant digital marketing qualifications, certifications and/or equivalent experience.

4) Remote/Flexible Working

- CTSI has embraced remote and flexible working. This role is mainly remote (we provide all necessary IT equipment). However, we also have a small office near Cannon Street (EC4R 3TD, next to Southwark Bridge), which can be used by London-based staff during the week (and is more frequently used for meetings).

In addition, from time to time, you may need to travel to locations around the country (e.g. to attend client meetings, meet our members, or visit exhibitions). Also, about once a month, you will be expected to attend our head office near Basildon (approx. 30 mins from London Fenchurch Street) – and which is now open on Tuesdays and Wednesdays. For more on this, please talk to our HR representative.