JOB DESCRIPTION

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| Job title:  | Marketing Leader |
| Job Grade: | 3 |
| Date of completion: | October 2018 |
| Directorate and Job title of line manager: | Public Affairs and ResearchHead of Marketing & Corporate Communications |
| Location | London |
| Contract type/ duration | Permanent |

Purpose of Job

The Marketing Leader is a significant role for the IFoA, heading up a team of 1 FTE colleague and responsible for the creation and implementation of the overall IFoA marketing plan for brand promotion, reach, acquisition and conversion of individuals to the IFoA. The Marketing Leader will own responsibility for co-ordinating, interrogating and supporting the development of strategic marketing plans and the tactical delivery of events, membership and careers across the entire organisation.

The purpose of this job is to manage a team to ensure that the profession is top-of-mind for our key target markets, that they are developed and engaged to the point of application, and then supported through their examinations and CPD requirements towards Membership. In essence this role will be to ensure a healthy pipeline of new, top-quality applicants to the profession, and as such is a critical role for the IFoA.

The Marketing Leader will lead a sub-team that has ownership of:

* The Careers marketing programme
* The Events and CPD marketing programme
* The Student Marketing programme
* Integrated communications project management

This role will also be a major point of coordination for our integrated communications activity; acting a chief ‘account manager’ and managing the work of other ‘account manager’ colleagues to own the project managed delivery of our integrated campaigns.

The job holder will conduct market research and evaluation to establish marketing priorities, and develop effective measurement tools and approaches to define success.

Dimensions

* The job holder will have responsibility to create and implement a fiscal marketing plan with regular forecasting against performance.
* This role has direct line management of 1 X FTE Grade 4 marketing specialist. The job holder is expected to provide specialist marketing advice, expertise and support to other areas of the organisation who own and operate their own tactical marketing plans. The job holder will also run special projects for operational marketing issues, frequently mobilising colleagues from other organisational areas.

Principal Accountabilities

1. Manage a the team to ensure all IFoA marketing activity is aligned to our strategy, planned as fully integrated on/offline campaigns with delivery coordinated amongst multiple channel holders and subject specialists to a recognised CIM methodology and consistently measured, evaluated and optimised to ensure we achieve our strategic goals
2. Line Manage the work and development of 1 FTE Grade 4 team member
3. Create, develop, forecast and review an organisation-wide marketing strategy and plan for meeting agreed targets of all product areas and service metrics. Identify levers available and prioritise where resource should be focused to deliver best value. Forecast and manage budget.
4. Own the ‘reach’, ‘acquisition’ and ‘conversion’ part of our customer journey, building the brand of the IFoA and encouraging new applicants to the profession, maintaining connection with them in the early employment phase and ensuring a healthy pipeline of applicants to the profession
5. Be responsible for Careers and Student marketing, managing a small team to deliver these key organisational objectives.
6. Owning the marketing relationship with employers within the IFoA Marketing Team, ensuring that B2B demand for our qualification is strong and that employers understand the value of working with the profession and IFoA.
7. To work internationally on the global expansion of IFoA, ensuring the IFoA Marketing Team supports our global targets, bringing our brand to our key target territories and ensuring that our products with a significant global component and stakeholder list such as CAA are effectively delivered in the framework of our global responsibilities,
8. Act as an internal ‘account manger’ for our integrated communications projects, coordinating the work of colleagues to support our communications outputs. This will require significant project management and channel/message integration skills.
9. Conduct market research to define areas for audience development, and ensure maximum impact of marketing activities. Conduct internal and external benchmarking. Keep a watching brief on relevant market trends, and report back to the organisation on what this means for marketing strategy and innovation. Ensure all campaigns are evaluated to CIM standards and the learnings effectively absorbed by the organisation
10. Working with colleagues in organisational areas responsible for IFoA products, support and evolve our points of differentiation and benefit statements. Use research techniques to ensure pay-points are feasible and relevant. Define our product parameters so that we can effectively market them.
11. Set key marketing KPIs, and develop effective measurement techniques to report performance – contributing to the open dash-boarding of our marketing and communications activity. Set up and run a regular reporting framework and engage all areas of the organisation.
12. Use regular interrogation and measurement of activities to inform regular re-planning and re-forecasting, and drive adoption of a measurement and research based iterative planning loop.
13. Demonstrate, coach and develop team members and marketing colleagues in best marketing practice. Manage a small team of marketing specialists to high performance, ensuring that our customer-focused and integrated campaigns follow recognised CIM methodology and delivery to best practice.
14. Write briefs for the development and production of marketing materials, and online communications that are designed to achieve a defined objective, and are appropriate to key audiences. This includes managing the design, production and delivery of branded materials, including reports, literature, gifts, ceremonial bearings, certificates and prizes**.** This will also include working closely with channel owners and communications colleagues.
15. Act as organisational owner for specialist marketing operational projects, coordinating the project-management work of team members.
16. Act as overall marketing stakeholder of member database, creating and monitoring processes for multiple owners to effectively use the same data to contact members for different marketing objectives.

Main Contacts

The job holder will work closely with colleagues in all areas of the IFoA, both in a supportive and advisory capacity, as well as mobilising colleagues to delivery marketing effectiveness. There will also be some contact with external stakeholders including volunteers and external partners.

Decisions

Strategic programme delivery, managing a team to ensure tactical project delivery, forecasting and budgeting decisions and recommendations for prioritisation. Project decisions. People leadership decisions. Developing and managing a team.

Complexity

Bringing together separate marketing plans for each phase of the customer journey to deliver against different organisational products, and forecasting and measuring as one integrated plan. Understanding the customer journey and our role in delivery.

Impact

This role will have a high impact across the organisation, advocating a new approach to delivering marketing and planning and acting as the main point of co-ordinator of our integrated communications campaigns

Knowledge and Experience

Essential:

* CIM qualified to Professional Diploma standard at a minimum
* Proven experience of creating and developing complex, organisation-wide marketing strategies in support of corporate objectives, forecasting multiple products, and different types of products, and recommending budgetary priorities.
* Proven experience of working across B2B-B2C integrated campaigns to drive take up of a product, qualification or brand position
* Proven experience of market research techniques, benchmarking and trend monitoring, and of using these to inform development of a marketing plan.
* Proven experience of delivering strategic impact via integrated marketing campaigns, with experienced of KPIs being directly aligned to organisational strategy
* Proven experience and understanding of working across multiple channels including events, email, social media, web, print, media placement and more.
* Proven experience of propositional development for a membership organisation, educational organisation, or other organisation with comparable complexities.
* Proven experience of setting up measurement approaches, analyse data, report success, and use results to inform planning and reforecasting.
* Experience of influencing and persuading stakeholders to adopt new processes and approaches, and co-author successful plans.
* Able to evidence use of best practice, and implement new ways of working.
* Management experience of coaching and developing others to marketing excellence.

Desirable:

* Senior marketing, business management, or statistical qualification.
* Experience of working in an international marketing environment
* Understanding of the education and qualification context a major plus
* Understanding of, or affinity with the actuarial profession

**Values and Behaviours- Community/Integrity/Progress**

The post holder must demonstrate a commitment to the IFoA key values community, integrity and progress. Specifically, the post-holder must demonstrate professionalism, integrity and respect in their communication across all levels.

Additional Information

Some travel required to Oxford and Edinburgh offices.